

TECHNOLOGY DEPARTMENT



Modern PACKAGING

SEE COVER STORY PAGE 99



NOVEMBER 1947

Gerald Stahl

use this successful Labeling Glue!

**33 YEARS' USE OF XS GLUE BY RAILWAY EXPRESS AND
OTHER LEADING SHIPPERS DEFINITELY PROVES ITS DEPENDABILITY**

You can forget about label troubles and shipping claims when you use XS Labeling Glue. It comes ready to use with brush or machine . . . flows on smoothly . . . tacks immediately . . . and holds fast on wood, paper or fibre — regardless of the weather.

Shipping men like to use XS Labeling Glue. It is

easy to apply . . . never builds up on pots or brushes . . . and never harms the skin, eyes or clothing. XS Glue is also ideal for label overcoating and case sealing.

Try a 5 gallon sample container. Mail the attached coupon — NOW!



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CITY AND STATE _____

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17,000
RAILWAY EXPRESS TRUCKS

Used for over
30 years
in more than
40,000
RAILWAY EXPRESS
Shipping Offices

YES!

We want to try XS Labeling Glue that is used by the nation's leading rail and air express shippers. Here's our check for \$7.00 — the special introductory price of 5 GALLONS of XS LABELING ADHESIVE, shipped express prepaid.

(Write for quantity prices.)

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COMPANY _____

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DETROIT



thanksgiving

LEAVES of the calendar turn, the wheel of the year revolves, and it's Thanksgiving Day again; may you enjoy this one and many more.

Tinkering hands have shuffled the date of Thanksgiving; time has changed everything, or almost everything; a small settlement has expanded into a mighty nation since the holiday's beginning. Yet simplicity remains the essence of Thanksgiving. It is celebrated now in much the same manner as it was in earlier days: when real logs crackled in real fireplaces, horse power meant exactly that, and the traditional turkey came from the coop instead of the deep freeze.

Other holidays require other backgrounds: glittering shops, gay wrappings and trappings, tons of greetings and more tons in return. But Thanksgiving needs little elaboration. Its name is self-explanatory; its purpose a mightier message than any pen can write.

Since Thanksgiving is a simple holiday, our giving of thanks is simple, too. Individually we are thankful for many things. As an organization—a business family—we are especially grateful for the rich harvest of customers and friends that our fifty-seven years in the packaging industry have brought us.



PHOENIX METAL CAP CO.

2444 W. Sixteenth St., Chicago 8 3720 Fourteenth Ave., Brooklyn 18

Modern PACKAGING

VOLUME 21

NUMBER 3

NOVEMBER 1947



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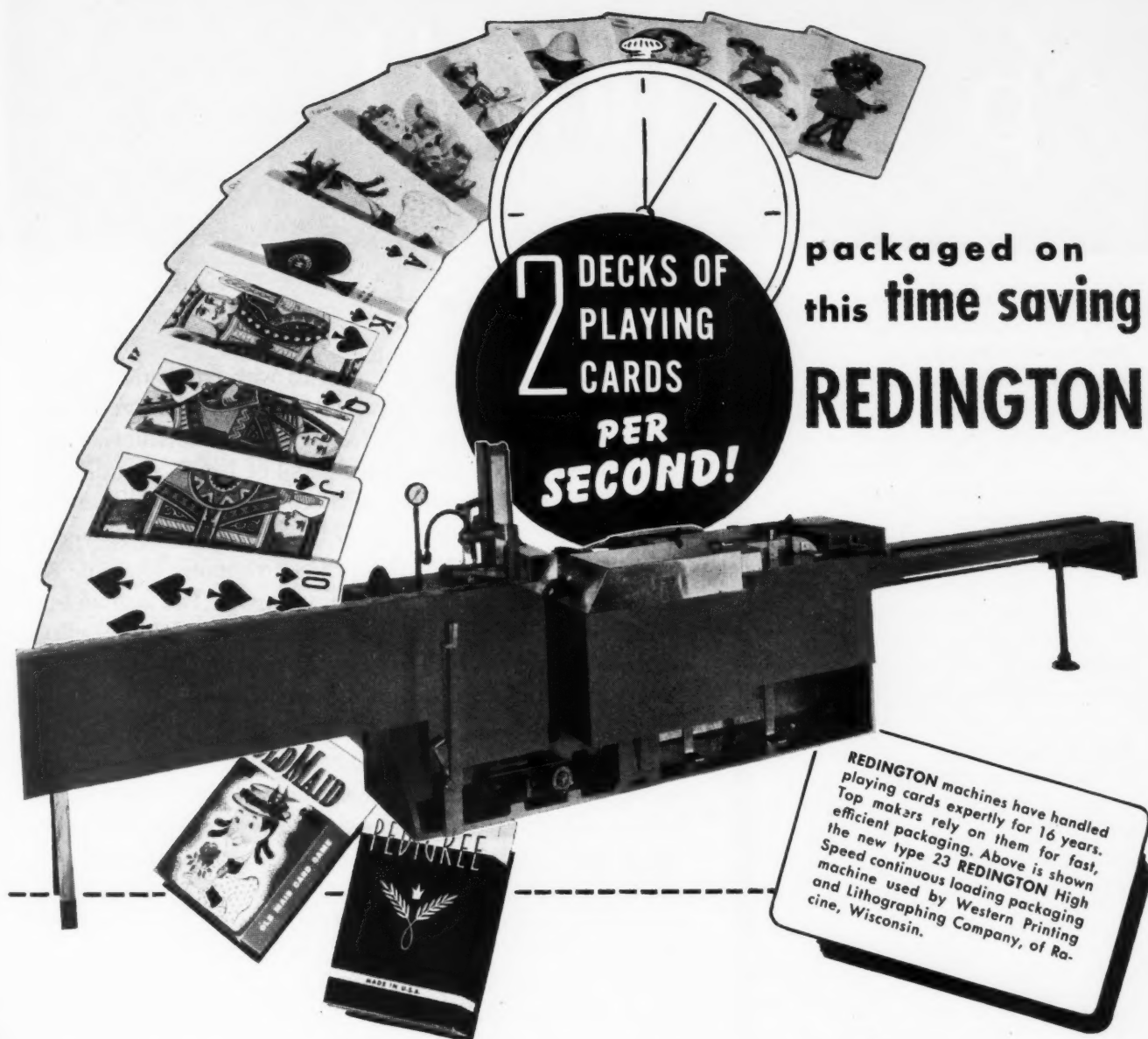
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Problem: to build a machine which would carefully handle various size decks of very fine, glossy playing cards, placing them into end opening cartons. An unusual packaging operation, yes—but Redington engineers developed a machine for the Western Printing and Lithographing Co. of Racine, Wisconsin, manufacturer of these nationally used cards, that flawlessly and easily turns out 2 finished decks per second.

Cartons in collapsed form are stacked in magazine on the machine. Decks of cards are placed by operators into pockets of intake conveyor. Machine feeds carton from magazine, expands it, inserts deck of cards and then closes carton by gluing the outer flaps at the bottom and tucking in the top flaps.

Skip-Carton device, standard on all Redingtons, permits loading at speeds suited to the operator. When operator fails to place a deck of cards in a conveyor pocket, no carton is fed for that filling position. Many other outstanding construction features assure long life and highly efficient performance for all Redington machines. In 50 years of building precision machines, Redington engineers have solved the packaging problems of many of America's foremost companies—for many of America's foremost products. Whether it's playing cards, codfish, bottled goods, macaroni, toothpaste tubes, mince meat, razor blades, candy coated gum, or *any* item, buyers prefer Redington packaging.

Why not put *your* packaging problem in the capable hands of Redington engineers?

F. B. REDINGTON CO. (Est. 1897) 110-112 S. SANGAMON ST., CHICAGO 7, ILL.



AUTOMATIC CARTONING • WRAPPING • SPECIAL PACKAGING



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Member of Audit Bureau of Circulations

LET'S PROVE IT

AMONG THE projects that the war frustrated was a study comparing bulk with packaged merchandising, financed by the Container Corp. of America and conducted by the Wharton School of Finance and Commerce at the University of Pennsylvania. When this project was announced in 1941 we commended it.

So far as we know, the project remains the sole example of any scientific effort to prove the sound economic basis for packaging, although that original effort (it was frankly admitted by those who conducted the study) was incomplete and not very conclusive.

Now that competitive marketing is returning, this original study deserves to be followed by broader and more inclusive projects of a similar nature. The public, we fear, largely takes packaging for granted and accepts its benefits as a matter of course—even though any general return to bulk merchandising would be unthinkable. We are not disturbed by the occasional critics who cry that packaging is overdone, that it is a means of deception and that buying in bulk would be more economical.

Not to answer the critics, but to educate the buying public, this project ought to be revived and its scope increased. We in packaging all know that, in addition to its many intangible benefits, packaging performs a genuine economic function and effects real savings. This can be scientifically demonstrated to the public.

The original project started from scratch, with nothing whatever to serve as a guide. That study is still fresh enough to provide a pattern for new efforts and to guard against some of the possible pitfalls. One thing clearly demonstrated was that this is a matter of interest to the whole packaging community. That community could easily and cheerfully assume the financial responsibility for a continuing study.

The Editors

Only the **FINEST** cartoner can give you the **LOWEST** cartoning cost

This Jones Constant Motion Cartoner loads four sizes of Halo and Palmolive Shampoos. Although the attractive bottles vary widely in shape and size, the Jones Cartoner is quickly convertible and loads all four with equal ease and speed. The reverse tuck, lock-flap cartons give exceptional package security.

At Colgate-Palmolive-Peet Company,

Jones Cartoners for many years have been giving long, uninterrupted high speed runs—doing a superior job of cost-saving cartoning on millions of bottles and tubes.

Consequently, Jones Cartoners have again been selected for various Colgate-Palmolive-Peet plants throughout the country to carton Halo and Palmolive Shampoos.

In addition to machines for the four smaller sizes, other Jones Cartoners will be installed for the giant sizes of Halo and Palmolive Shampoos. Note the protective collar around the neck of the bottles. Versatile Jones Cartoners perform this difficult loading operation automatically, at high speeds.

Successful, cost-conscious manufacturers repeatedly select Jones Constant Motion Cartoners. They know that only the finest cartoner can give them the lowest cartoning cost. Compare your present cartoning methods with Jones Cartoning. Write today for complete information.

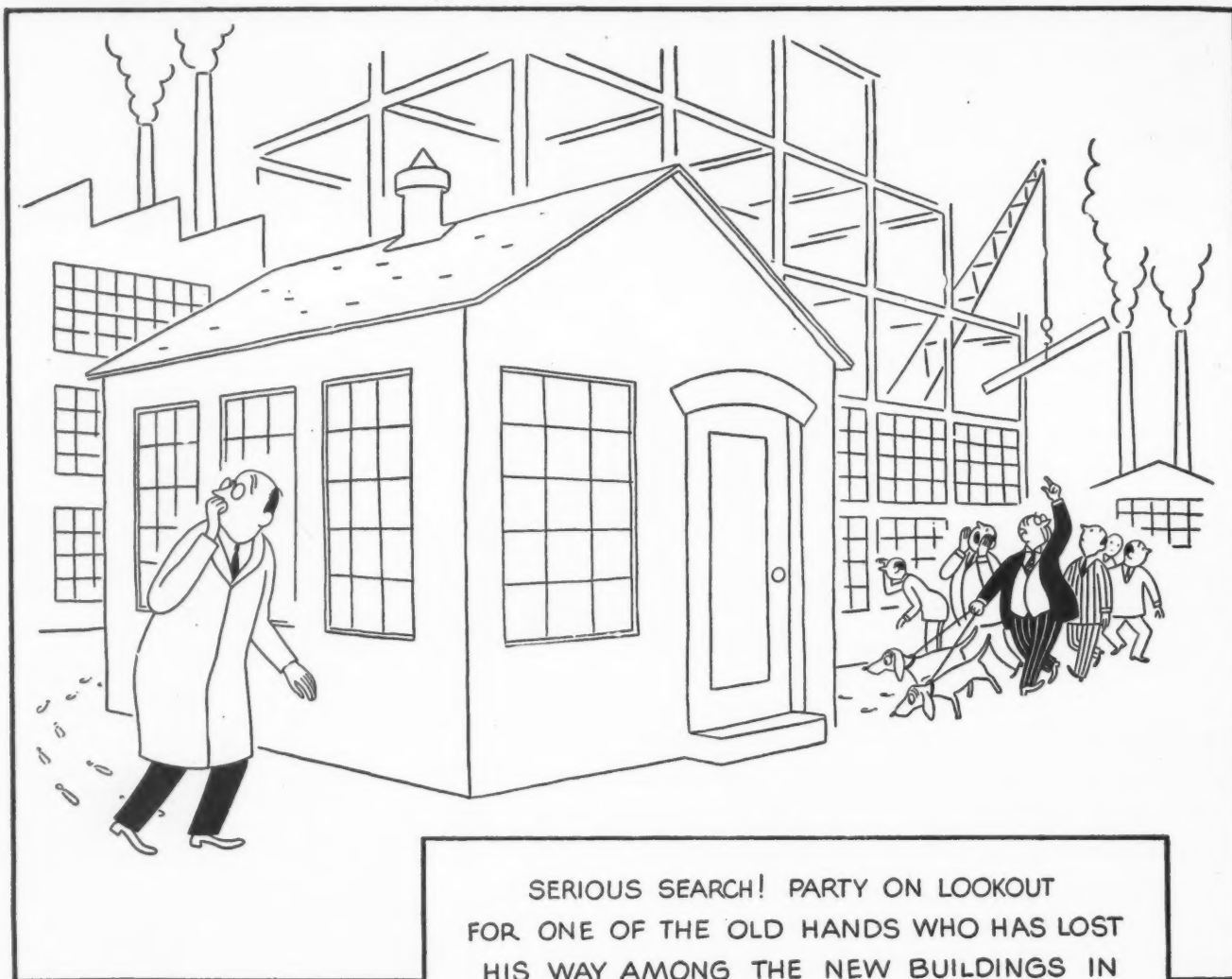


R. A. JONES & COMPANY, INC.

P. O. Box 485

CINCINNATI, OHIO

THE MAJORITY OF AMERICA'S CARTONED PRODUCTS ARE JONES CARTONED



SERIOUS SEARCH! PARTY ON LOOKOUT
FOR ONE OF THE OLD HANDS WHO HAS LOST
HIS WAY AMONG THE NEW BUILDINGS IN
OXFORD'S CONSTRUCTION PROGRAM.

THE construction program at Oxford's mill in Rumford, Maine, is made up of new buildings and equipment as well as improvements to the present plant.

The program is dedicated to one aim — Oxford's never-ending search to surpass its own high standards in making paper.

A multi-storied building is almost completed to house additional operations and a new boiler and steam turbine are being added to assure an adequate supply of continuous power.

Elsewhere in the plant extensive modernization is going forward to complete a program which will cost many millions of dollars.

These additions and improvements which will further advance the quality and production of Oxford papers are matched by the skill of Oxford's craftsmen, over 600 of whom have had 20 or more years' experience in the plant.

Add to this Oxford's complete control of all facilities from wood

to the finished paper, and you have the answer to why we can set high standards of quality and maintain them year after year.

We suggest you call in the Oxford man next time you have a job in which quality counts. You'll find Oxford merchants in principal cities coast to coast.



Included in Oxford's line of quality printing and label papers are: Polar Superfine Enamel, Maineflex Enamel Offset, Maineflex CIS Litho, Mainefold Enamel, White Seal Enamel, Engravatone Coated, Carfax English Finish, Super and Antique, Aquaset Offset and Duplex Label.

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Floors to Last a Lifetime

Another interesting application of GEON polyvinyl materials

THE maker of that floor in the picture won't say so—he says people wouldn't believe him. But chances are the floor will last a long lifetime. It's a new kind of tile—a plastic made from one of the GEON polyvinyl resins.

It's another case of selecting the right material for a given job. In this busy airlines ticket office the floor takes a terrific beating from morning

till night. It has to resist wear, aging, sunlight, dirt, water, and many other normally destructive elements. It must clean easily, and stay fresh looking and attractive.

GEON resins can be compounded to provide these and many other properties in an amazing number of combinations to meet specific service conditions.

And they may be processed in many different ways—extruded, calendered or cast into sheet or film, pressure or injection molded. In latex or solution forms, GEON may be used to coat and impregnate fabrics, paper, and cardboard. Products made from GEON resins may be flexible or rigid—clear or opaque—brilliantly or delicately colored.

While we make no finished products from GEON or any other raw materials manufactured by B. F. Goodrich Chemical Company, we'll be glad to work with you on any special problems or applications. For more information, write Dept. S-6. B. F. Goodrich Chemical Company, 324 Rose Building, Cleveland 15, Ohio.



Photo courtesy United Air Lines

Floor tile manufactured by the Sloane-Blabon Corp.



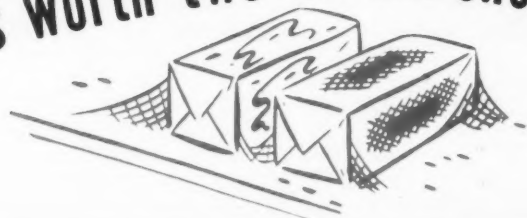
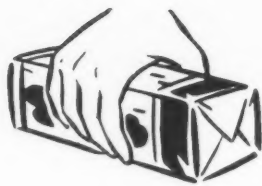
B. F. Goodrich Chemical Company

A DIVISION OF
THE B. F. GOODRICH COMPANY

GEON polyvinyl materials • HYCAR American rubber • KRISTON thermosetting resins • GOOD-RITE chemicals

NOVEMBER 1947

When a package in the hand is worth two on the shelf!



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PACKAGES....

designed
TO SELL!



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PACKAGING CONVERTERS • PRINTERS • LITHOGRAPHERS

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general offices: MILWAUKEE, WISCONSIN
MILLS AT DE PERE, WISCONSIN



Packaging Headquarters to American Industry



SALMON... the second Alaskan gold rush!

OUR artist has interpreted the second Alaskan gold rush by picturing a miner washing a salmon from his gold pan.

But actually salmon has paid more dollars to Alaska than gold ever did.

Even before the turn of the century, enterprising men were processing and marketing Alaskan salmon in hand-made, hand-filled cans.

But between 1910 and 1941 the dollar volume of the Alaskan salmon pack increased more than 500 per cent—because of improvements in cans and canning machinery.

Today salmon is more profitable to Alaska than all of her other industries put together. The principal factors in this second Alaskan gold rush were American Can Company's contributions to the industry.

The perfection of the collapsible can reduced the cost of shipping cans to Alaska by nearly twenty to one.

Constant improvement in can-filling and can-closing machinery has meant faster packing of a superior product.

Today, salmon packers are getting more than 12 times as much cash every

year from Alaska than Alaska cost the U. S. in 1867. Here is another dramatic demonstration that *those who do business with Canco profit.*

Canco customers have at their disposal not only creative research but also mechanical know-how in every phase of the container business.

We have been inventing new containers and improving old ones for our customers for the past 46 years.

Your container problems are our business. We can help solve them to increase your business and your profits.

AMERICAN CAN COMPANY  New York • Chicago • San Francisco

NOVEMBER 1947

HAVE YOU SEEN *Sefton's String Opening Can*



EASILY DISPOSED OF

Sefton's string-opening cans offer a new merchandising appeal for your product! There are two types...the single and double wall styles...both tamperproof and factory-sealed, yet easy to open. The double wall can may be re-closed, too. Sefton designers will help you select the one best suited to your product! Write Sefton today!

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Primer of Packaging Perfection



is for Salmon

AIR-AGE TREAT — fresh salmon caught but yesterday in the icy waters of Alaska can be profitably marketed today, thanks to the airplane and PLIOFILM. For pre-chilled fish, shrimp, prawns and oysters are now being shipped safely by air, sealed in PLIOFILM — without bulky and costly ice packing! And because it costs less to ship this way, you can now sell many more of these tasty delicacies, kept sea-fresh by air-vapor-moisture-proof PLIOFILM.

and for Soup Mix

KITCHEN TIME-SAVER, COUNTER SALES-MAKER — today's rich, delicious, ready-to-cook soup mixes in handy packets are another miracle made possible by PLIOFILM's three-fold protection. A PLIOFILM lining inside the package affords a welded, heat-sealed closure, keeps these dehydrated mixes inviolate from deteriorating moisture. PLIOFILM bans unwanted moisture from "dry goods" like spaghetti, soap and soup mixes; it keeps succulent foods like sausage, sandwich loaves and strawberries from becoming dry and tasteless. It keeps all good things at their best.



3-way protection
against air,
moisture, liquids

Everything is better in

THE ANSWER TO PACKAGING PROBLEMS FROM A TO Z — Whether you're packaging aspirin, zwieback or any moisture-sensitive product, you'll benefit by PLIOFILM's three-fold protection against air, moisture, liquids. You'll step up sales, too, because PLIOFILM protection is a guarantee of superior quality every shopper recognizes. For information, write: Goodyear, Chemical Products Division, Pliofilm Dept., Akron 16, Ohio.

Pliofilm — T.M. The Goodyear Tire & Rubber Company

Pliofilm

GOODYEAR
THE GREATEST NAME IN RUBBER

NOVEMBER 1947



Suit your packaging system to your plant!

If you have a number of packaging operations to perform, your packaging line will operate more efficiently if it is arranged to fit your production layout. Very often, modifications in the plant layout will result in large production savings.

Take advantage of Standard-Knapp ability to design and install a modern, automatic, smooth-functioning packaging system and you'll discover a hidden source of increased profits.

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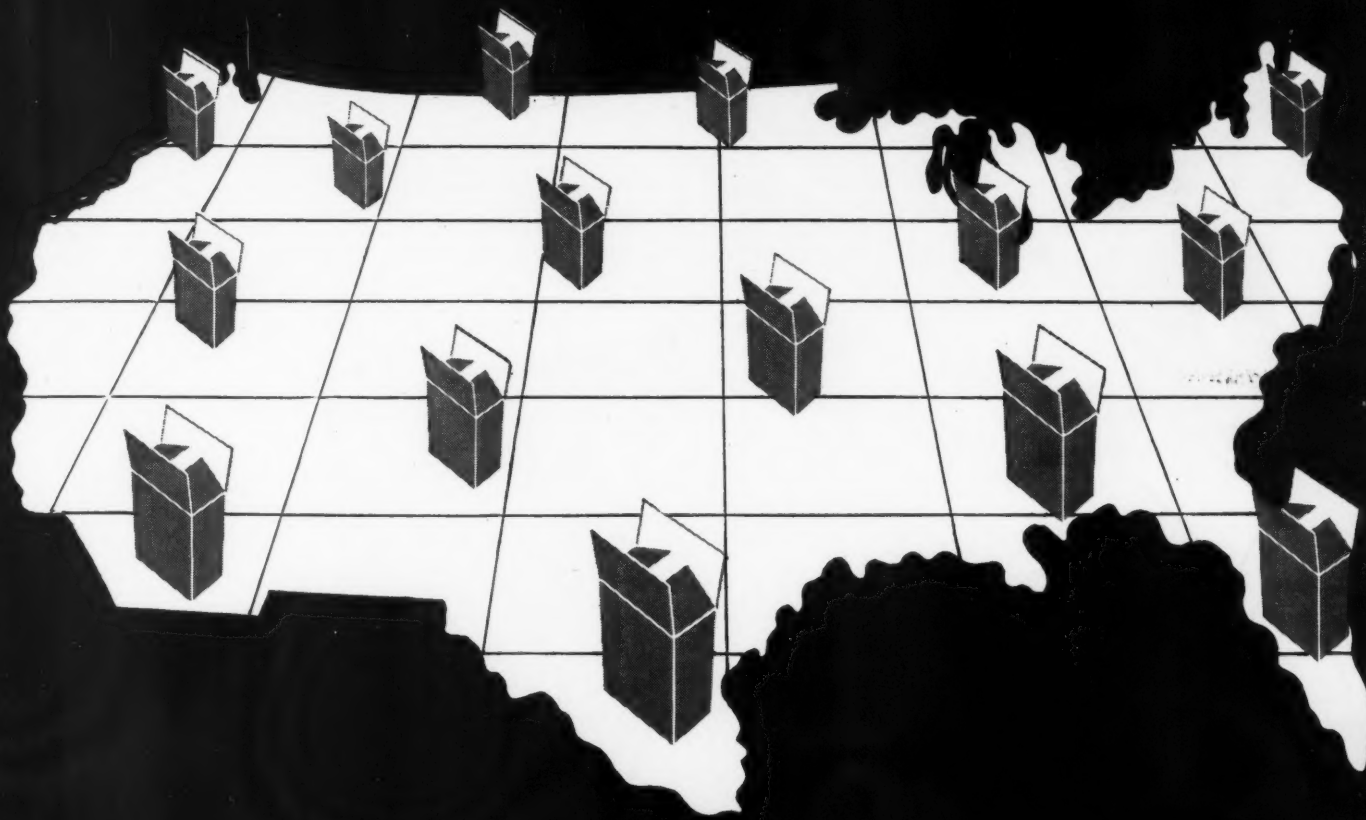
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UNITED PAPERBOARD CO.
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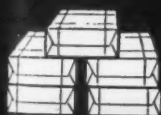
Board Mills:

Lockport, N. Y.; Thomson, N. Y.; Urbana, O.

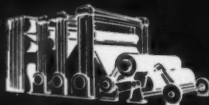
Carton Plants:

Victory Mills, N. Y.; Syracuse, N. Y.; Brooklyn, N. Y.; Cohoes, N. Y.; Springfield, O.

FROM PULP TO PACKAGE



PULP



PAPERBOARD



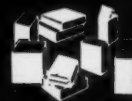
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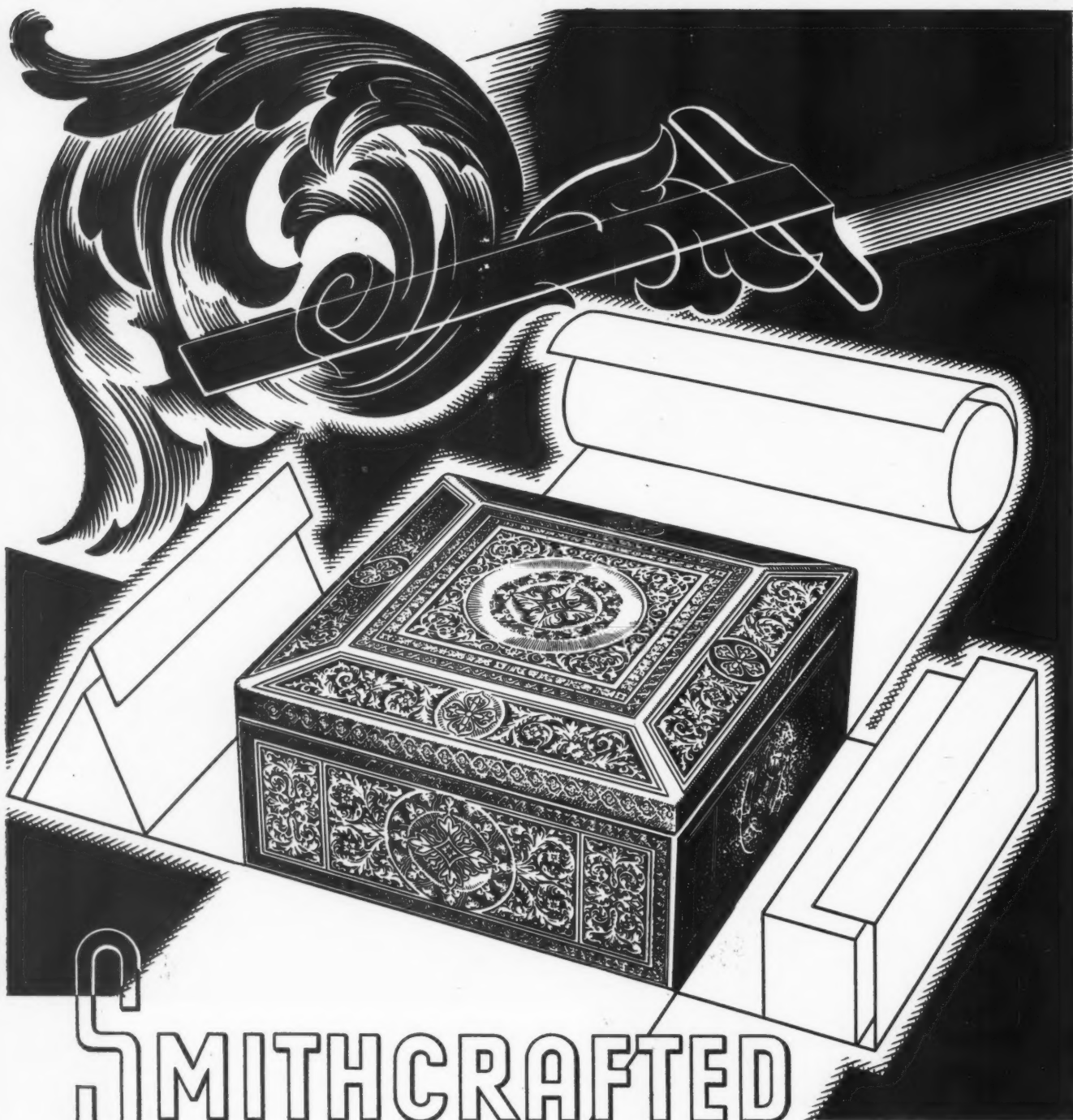
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PRINTING



PACKAGE



S SMITHCRAFTED

FOR ANY SHAPE OR SIZE THERE

IS A SMITHCRAFTED CONTAINER

The S. K. Smith Company
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Containers conceived, designed and fabricated to make gifts of the items they carry.

Developed through years of packaging experience. Produced with years of packaging skill.

Each container designed and manufactured to your own specifications—any size, any shape, any decoration.

Quantities from one thousand to one million are practical.

52 Vanderbilt Avenue, New York City • 332 S. La Brea, Los Angeles

WE'RE PROUD OF THESE TUBES



We're proud of these tubes because they stood up under all the punishment we could devise. They went right from the production line to the Alcoa Packaging Laboratory. Here we crushed, bent, twisted and squeezed them; did everything that could happen to them in use, and more.

Make this test yourself with some Alcoa Aluminum Tubes. Then inspect them carefully. Notice how the flexible decorative coating withstands repeated bending; observe the absence of chipping and cracking. Alcoa Aluminum Tubes *stand up* because they are tested under accelerated service conditions in the Alcoa Packaging Laboratory.

If you want to know what type of aluminum tube is best for your product, send samples of your product to us for testing. We will supply the information without cost or obligation to you. Then, you can change over quickly to more economical packaging with Alcoa Aluminum Tubes. Write to ALUMINUM COMPANY OF AMERICA, 2129 Gulf Building, Pittsburgh 19, Pennsylvania.

MORE people want MORE aluminum for MORE uses than ever

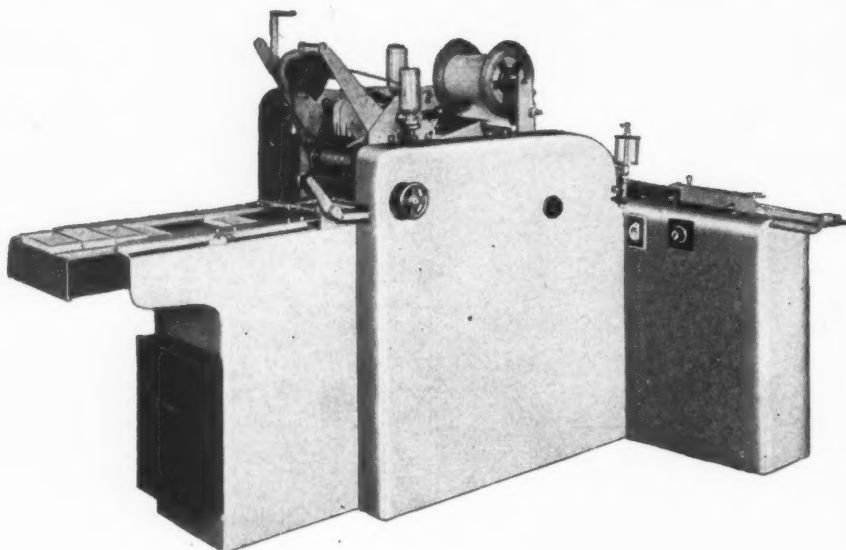


ALCOA ALUMINUM TUBES

Made for the Man



who cello-wraps 25M to 100M per day!*



Model SFC

Scandia[†]

**AVERAGES 250 P/M OR MORE
REQUIRES LESS CELLOPHANE
PROVIDES POSITIVE SEAL . . .**

RAZOR-BLADES
CIGARETTES
TOBACCO
COUGH DROPS
DRUGS
CANDIES
FOOD PRODUCTS
HOSIERY

and similar sized
packages

One *high-speed* Scandia Cello-wrapping machine halves the cost of moisture-proof protection for many products . . . *Scandia* is designed without cams or reciprocating action, which means *smooth*, continuous production day in and day out. Automatic Intakes and Discharges are available to streamline costs and handling.

Send us a sample of your package for competent analysis of operating and packaging economies . . . without cost or obligation.

[†]made under Bronander patents.

Scandia MANUFACTURING CO.

NORTH ARLINGTON

NEW JERSEY



These novelty clothes brushes by Woonsocket Brush Company had everything . . . except visibility. Now they have that! Instead of their pre-war cardboard tube, their post-war container is a visible Shaw-Randall acetate package. Now customers can look at them . . . and they're sold!

Let Shaw-Randall give your product the container that makes customers look and buy. Our facilities are complete . . . acetate and set-up box design and production from start to finish.

SHAW-RANDALL CO.

DESIGNERS AND CREATORS OF VISIBLE PACKAGES

A DIVISION OF THE SHAW-PAPER BOX CO. • PAWTUCKET • RHODE ISLAND

SALES REPRESENTATIVE: FRED MANN & CO., NEW YORK

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PLASTIC MOLDED JAR CLOSURES

A DIVERSITY
OF COLORS, STYLES
AND SIZES INCLUDING
STANDARD 33, 38, 43,
45, 48, 51, 53, 58, 63,
70, 83 and 100 MM.

Right Now! That's when we can make delivery on these smart, gem-like molded closures—for jars, bottles and other containers. Probably no need to tell you, too, that they're durable, easy to apply, rustless, and resistant to oils, chemicals and corrosives. You, as well as your dealer, know from past experience how good Mack plastic closures are, and how they enjoy wide consumer acceptance. The important thing right now is that you can get them **RIGHT**, and you can get them **NOW!** Samples and quotations on request; write to Mack Molding Company, Inc., 160 Main Street, Wayne, N. J.

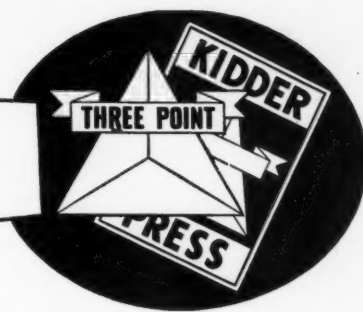
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KIDDER POINTERS



No. 16. Observations of trends and indications in packaging... noted by the manufacturers of Kidder "3 Point" Presses, Kidder Press Company, Inc., Dover, N. H.

Recent survey shows 38% of supermarket grocery purchases are made on impulse . . . an increase of 14% over pre-war. An estimated two-thirds of these impulse purchases are the result of display.

An "Ever-Fresh" bread wrapper has been developed with a reinforced end which telescopes down over the loaf as slices are removed. It thus keeps out air and maintains freshness. Now in use in New York and New Jersey.

Report on a new version of Saran (plastic material for packaging) is contained in July's Modern Packaging. New material has several properties that make it superior to any other plastic for some packaging purposes. Strength, flexibility, dimensional stability, chemical resistance, low gas transmission, are among outstanding qualities.

Bacteria-free packaging of foods by impregnating the packaging material with antibiotics and chemicals was reported by Dr. Louis C. Barail of U.S. Testing Co. in an address before the Institute of Food Technologists in Boston recently. Plastics of the Vyncote type were nearest to being ideal because they are inert, non-toxic, tasteless, non-flammable and can be treated with germicides, fungicides and insecticides.

The National Bureau of Standards is undertaking an extensive 3-year investigation of waterproofed papers used in packaging under a fellowship established by the Waterproof Paper Manufacturers Association. Aging tests, flammability and odor and taste problems are on the agenda.

A new double-walled, double-floored corrugated box with unusual strength, 3-second setup time and light weight has been developed . . . will handle variety of products.

Pre-packaged meats are preferred by 90%-95% of shoppers. Many supermarket operators say the less desirable cuts and varieties previously difficult or impossible to sell, move surprisingly fast when pre-packaged and placed in self-service cases.

Frozen fish is now being marketed in single solid-piece cuts 8" x 3" x 3/4". Housewife can cut into any sized portions before cooking. Package material is heat-sealed aluminum foil.

An estimated 8 million pounds of fruits and vegetables are lost annually that could be saved by proper protective packaging.

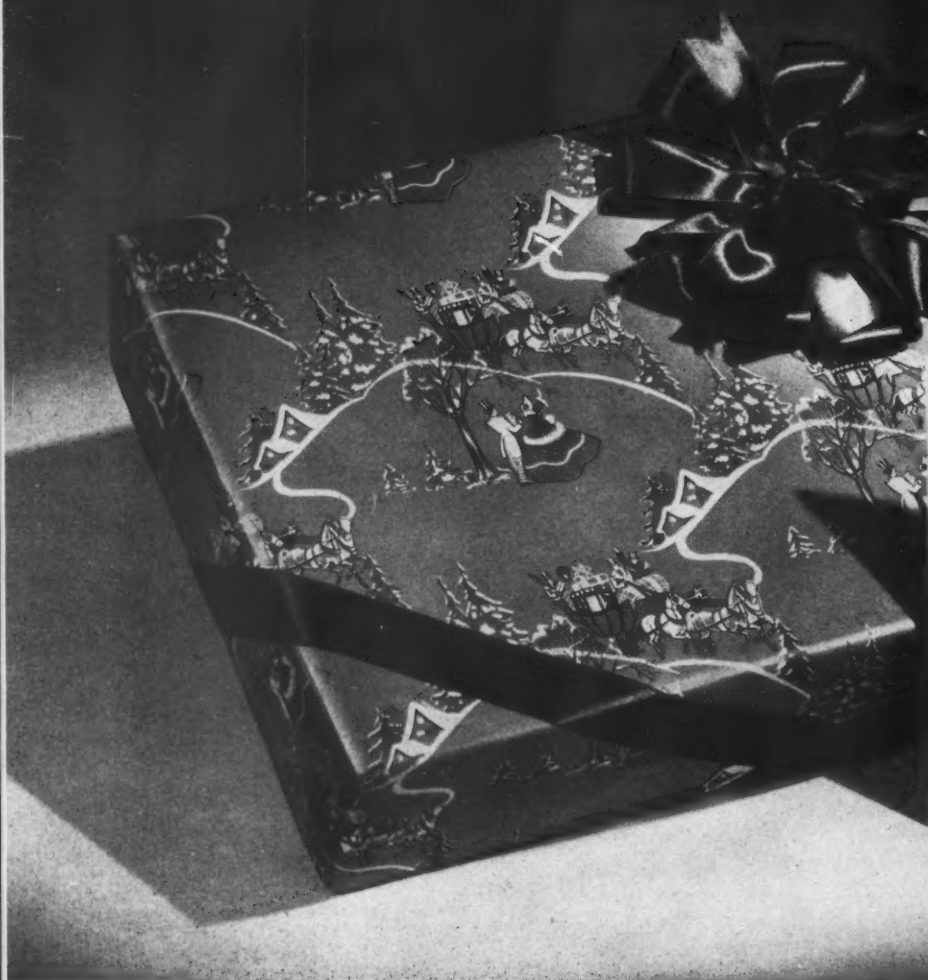
Characteristics demanded of packages to be sold through vending machines are discussed in an article: "Automatic Vending" that appears in August's Modern Packaging. Among chief qualities needed are rigidity, efficient seal, uniform thickness and weight, normal shelf life, eye appeal.

"Printing The New Plastic Film", an article describing the problems associated with printing on these new materials, appears in Modern Packaging for August.

Supplies of glassine and greaseproof stocks will be tight until mid '48; waxed paper should be free by the end of 1947; cellophane is still far behind but expects improvement by 1948; aluminum foil should be in ample supply by the first of 1948.

Packaging is now a five billion dollar industry and expanding fast, says the Department of Commerce.

KIDDER PRESS COMPANY, INC., Printing Machinery, Dover, N. H.



WRAPPER ACHIEVEMENT OF THE MONTH

Tastefully combining the spectacular "Christmas colors" in a traditional but distinctive coach-and-four design, Nashua has produced a superbly executed printing achievement in this colorful holiday wrapper. Employing a Kidder-Multi Color Letter Press and stereotype plates, heat-set inks in red, green, yellow and black are impressed on an English finish book paper.

For perfect handling of this effective theme from artful design to craftsman-like printing, Kidder salutes

**NASHUA GUMMED AND COATED
PAPER COMPANY**
Nashua, New Hampshire

A GOOD "CONSUMER IMPRESSION" REQUIRES PERFECT PRINTING IMPRESSION

In the final analysis, it's the consumer who judges your printing. In these days of self-service, the wrapper has assumed the all-important function of salesman . . . and the printing job can frequently make or break the product at the point of sale.

A press can do its job well only when it has the three essentials of good printing exemplified by all Kidder Presses: *Control over the paper,*

proper distribution of ink and accuracy of the impression. That's why converters everywhere use:

KIDDER MULTI-COLOR PRESSES, the choice of about 90% of all bread-wrapper converters.

KIDDER ANILINE-TYPE PRESSES, the famous Aniliners — for high-quality, high-speed runs — including the narrow "Cello-Printer", primarily for Cellophane.

CONTROL OVER
THE PAPER

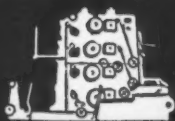
PROPER
DISTRIBUTION OF
INK

ACCURACY OF THE
IMPRESSION



KIDDER

Manufacturer of "3 Point" Presses—so-called because they fulfill the three major requirements for perfect printing.



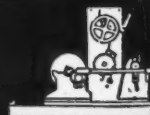
MULTI-COLOR
LETTER PRESSES

for waxed paper, box wrappers, etc.,
rewound or sheet-delivered — up
to 72 inches in width.



"ANILINER" and "CELLOPRINTER"
MULTI-COLOR PRESSES

with gravure units — for decorative
papers, cellophane, glassine, etc.,
— up to 65 inches in width.



SLITTERS AND
REWINDERS

for paper mills, finishing rooms,
and converting plants — up to 115
inches in width.



*Spot-lite
Fabrics*

PACKAGE PERFECTION

. . . depends to a great extent on choosing a material that will enhance the appeal of the package design itself . . . and that's where we can be of real service to you.

Our stocks are bulging with scintillating fabrics in smart designs and unusual novelty weaves. That means you are sure to find exactly the right material for your package at the price you can afford to pay. Try us soon, won't you?

Large Variety of Satins, Bengalines
Leatherettes, Suedes, etc. Always
on Hand.



Frankel
Associates Inc.

Novelty and Decorative Fabrics

218 WEST 47th STREET, NEW YORK 19, N.Y.

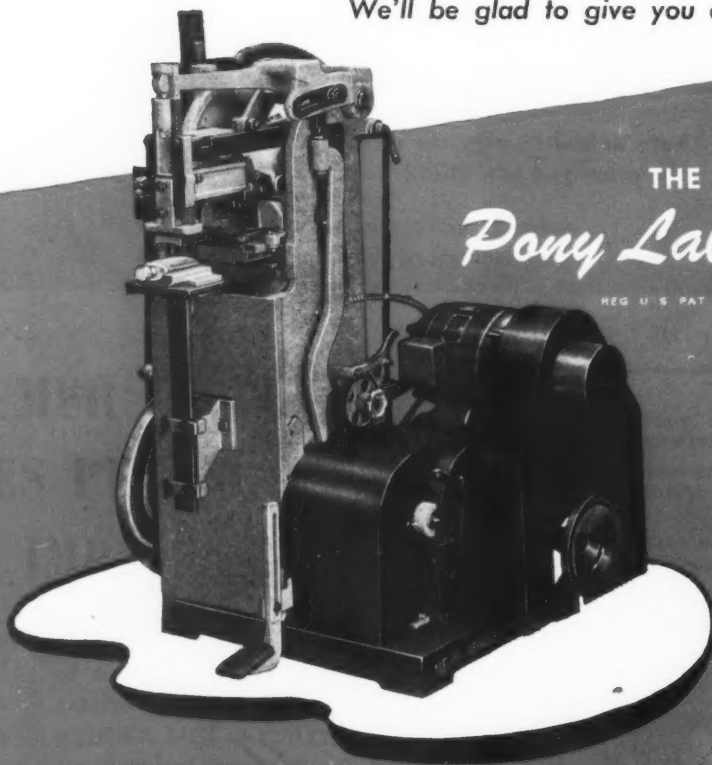
LOS ANGELES OFFICE

819 SANTEE ST.

Labeling without glue
sounds fantastic!

But True! No glue to prepare; no continual adding of glue or water; no time-loss for cleaning; but full production every hour of every day. Fifty and more labels per minute applied with perfect register by the same dependable vacuum method of label handling that won such wide recognition for precision and low operating cost over a nine year period for the famous Pony Labelrite.

We'll be glad to give you details...



THE
Pony Label-dri

REG. U. S. PAT. OFF.



**NEW JERSEY
MACHINE**
Corporation

1510 WILLOW AVE. • HOBOKEN, N. J.

Chicago Office: 325 W. Huron Street

Cincinnati Office: 1701 Carew Tower

Export Division • 44 Whitehall Street • New York City, N. Y.

Matthias Paper Corporation

165 W. BERKS STREET
PHILADELPHIA 22, PA.

Have a new paper called "Ty-bo"

Gets its name from the design -
a small, neat ribbon and bow
effect extending all over the
tinted background in a two-
color effect.

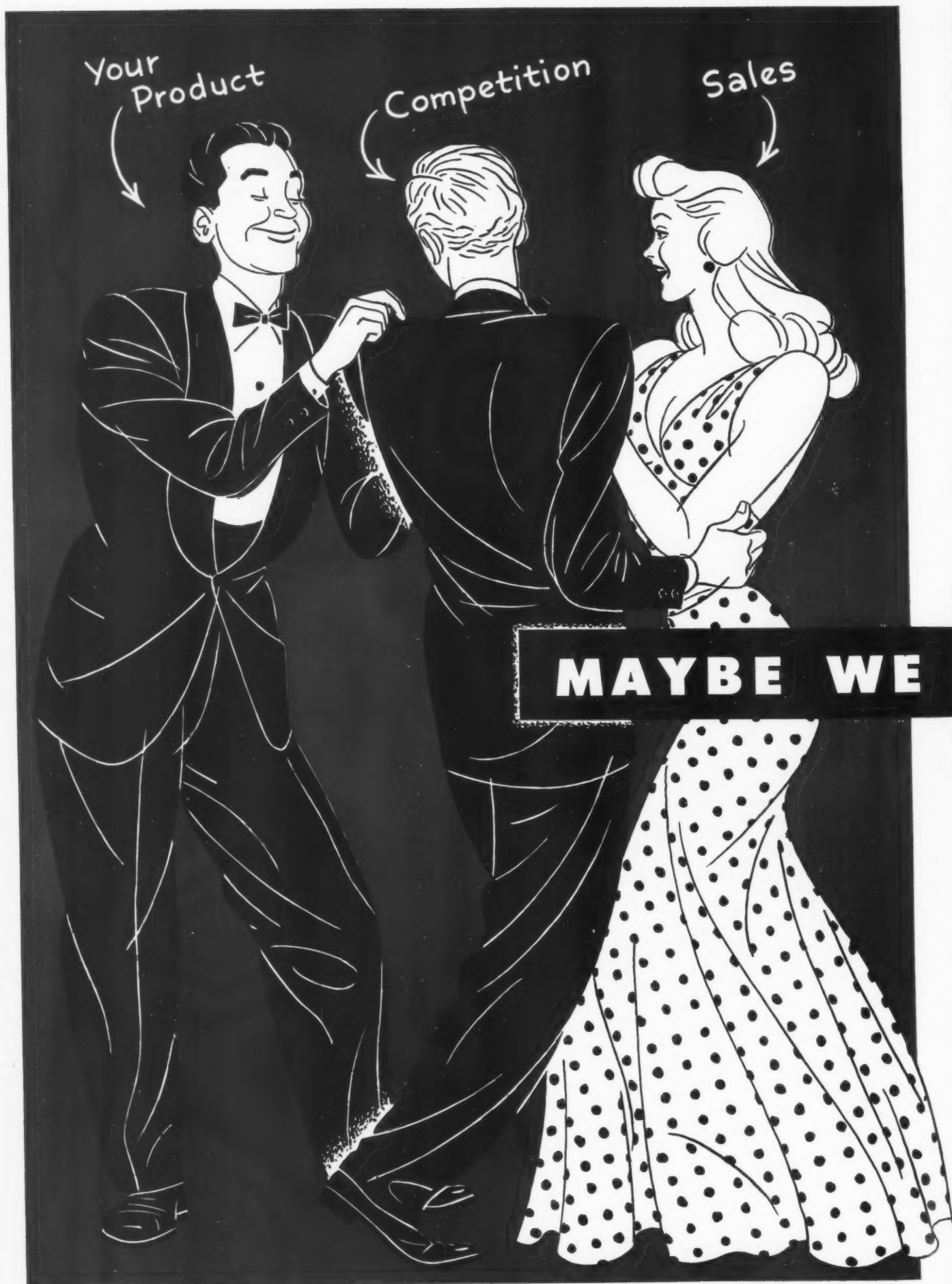
Comes in Blue, Pink, Tan, Green & Gray -
looks dandy on necktie, handkerchief,
hosiery, shirt and department store
boxes. Might please some candy people.

Price \$5.25 in 100 reams, \$6.25 for 1 roll,
usual differentials for other quantities.

Sample sheets are ready.

Can ship reasonable quantities at once.

and
'specially good
for over-printing



Are some of those packages of yours pretty placid? Backward? Shy? Could they use more lure? Could they do a better job of reaching out for attention? A better job of selling? ★ Gardner-Richardson has a way with that kind of package. Putting more sell into old designs . . . coming up with brand-new packaging ideas . . . is right down our alley. ★ Tell us your problem. (It can't be any tougher than designing packages for shotguns and tobacco seed—just two of the *unusual* ones we tackled recently!)

CAN HELP YOU CUT IN...

You'll find that Gardner-Richardson has the artists, the designers, the craftsmen, the equipment—yes, and the *board*—to do an outstanding job. Speaking of board, perhaps some of our famous Coated Lithwite may be available for your next run of cartons. ★ Whether it's a matter of refining, redesigning or from-the-ground-up development of a package, or better filling machine performance, all you have to do is give us the "GO" signal. Write, today.

THE GARDNER RICHARDSON COMPANY

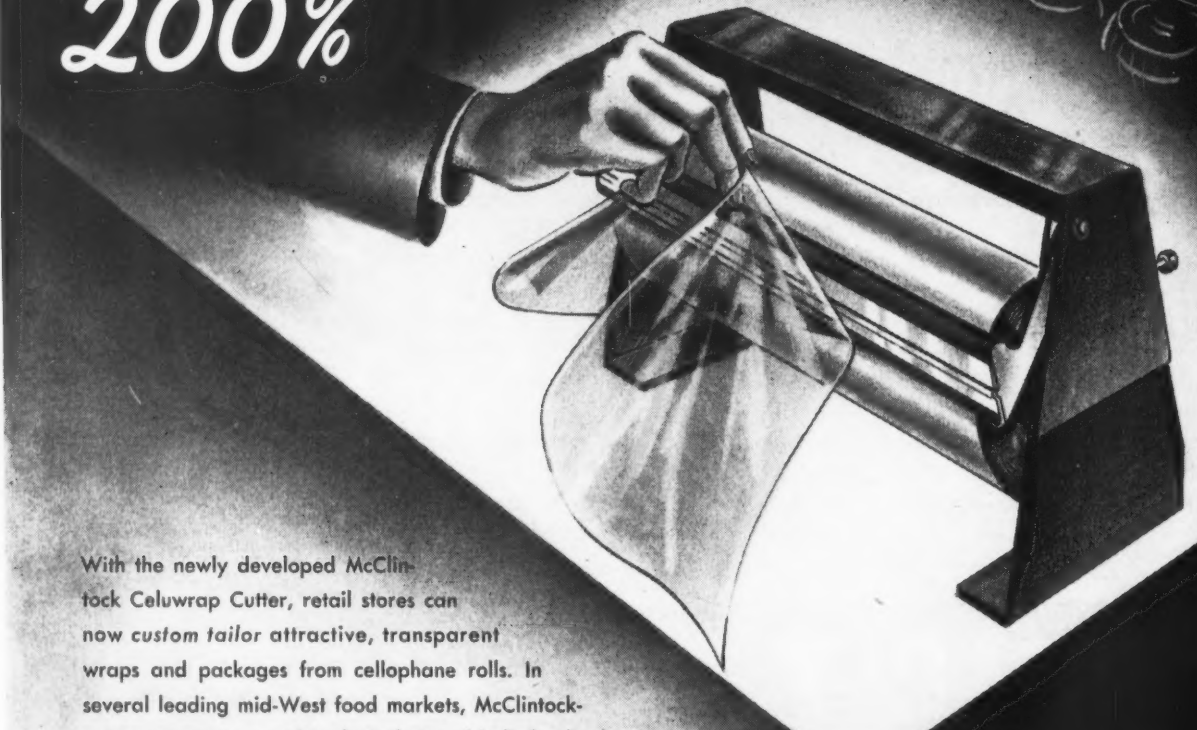
Manufacturers of Folding Cartons and Boxboard, Middletown, Ohio

Sales Representatives in Boston, Chicago, Detroit, New York, Philadelphia, Pittsburgh, St. Louis

New Cellophane Cutter

BOOSTS RETAIL SALES

200%



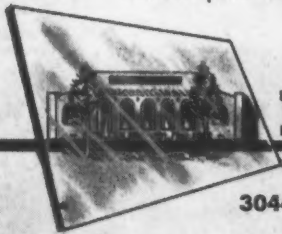
With the newly developed McClintock Celuwrap Cutter, retail stores can now custom tailor attractive, transparent wraps and packages from cellophane rolls. In several leading mid-West food markets, McClintock-cut transparent wrappings have boosted bulk food sales 50 to 200 percent. Similar gains are reported by drug, confectionery, florist, gift and department stores.

Here's the explanation . . . The McClintock Cutter is the first instrument which successfully shears cellophane sheets from rolls *without wastage or tearing*. Responsible for this efficiency is an exclusive, adjustable screw tension device which keeps the cellophane roll under absolute control. This exclusive feature controls rate of paper feed, thus allowing for correct size sheet to be cut off. A straight smooth edge is cut from any cutting angle.

In addition, the new machine is low in cost and easy to operate. It is welded all-steel construction. Consequently, there are no nuts or bolts which require tightening; hence, it can't get out of alignment and never requires maintenance.

Write for prices and information on this new merchandising aid.

The New McClintock Celuwrap Cutter is available in sizes for all standard roll widths. Operation is simple, quick, sure. Cuts cleanly without ragged or torn edges. By preventing waste, it quickly amortizes initial low cost.



McClintock Display Company

Main Office and Factory
3044 Riverside Drive, Los Angeles 26, Calif.



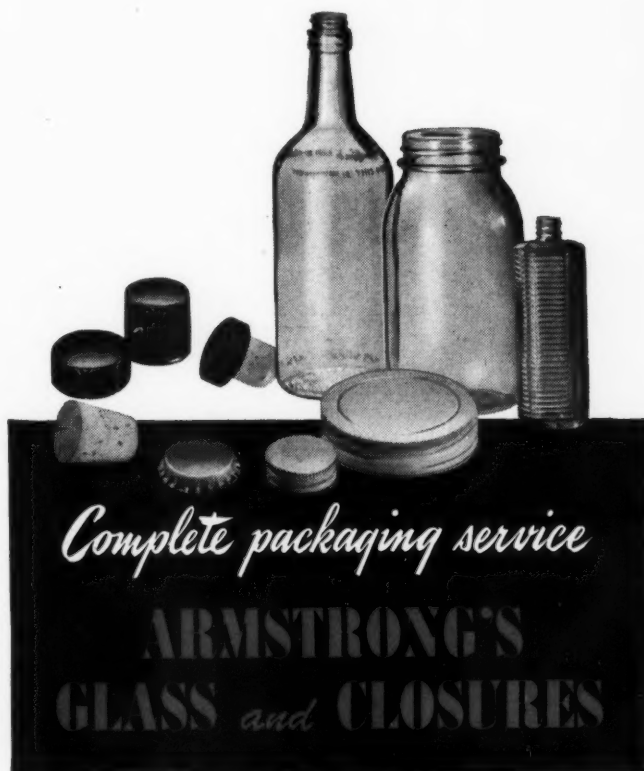
Complete service is the best service

Getting "the works" at one source is a convenient time saver. Here at Armstrong, we are equipped to supply you with a complete package. We can supply you with a glass container, any kind of closure (cork, molded or metal cap, crown, or embossed-top cork), and a du Pont CEL-O-SEAL® band. More important, by supplying you with all components, we can design the package as a unit, each part designed to blend harmoniously with the other. This complete service not only provides you with a package high in sales-appeal but also saves you a lot of time and trouble.

In the long run, it will pay you to bring your glass packaging problem to Armstrong. Our unusually large staff of engineers, designers, and research men will gladly pitch in to give you the best package modern science and experience can provide. For further information on any of Armstrong's glass or closures, contact your Armstrong representative or write to Armstrong Cork Co., Glass and Closure Div., 6511 Prince Street, Lancaster, Pa.



* REG. U. S. PAT. OFF., E. I. DU PONT DE NEMOURS CO., INC.



Complete packaging service

ARMSTRONG'S
GLASS and CLOSURES

**Seals Long, Narrow Cartons that
No Other Machine Can Handle..**

ABC Fully Automatic SIDE SEALER



The most costly and difficult of all sealing problems are solved with this one machine, amazing in its performance. Seals both ends of those long, narrow, top-heavy cartons that no "erect position" machine will handle. Handles all thicknesses of corrugated containers . . . also heavy solid fiber cases. Offers you a definite money saving.

Quick electrical adjustment from one size carton to another in a matter of seconds. Speedily-adjustable and easily-accessible glue pots insure even, thin film of glue, and minimum cleaning time. Soundly engineered. Built of finest materials throughout, will give you years of dependable, trouble-free service.



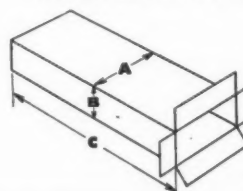
**SPECIAL
ENGINEERING
SERVICE**

Packaging machines
correctly designed
and constructed to
fit your own special
requirements.

**WRITE FOR
DESCRIPTIVE
CIRCULAR**

(Give dimensions of your range of cartons)

WIDE RANGE OF ADJUSTABILITY



Length (A) 4" to 26"
Height (B) 2 1/4" to 14"
Width (C) 7" to 25"

ABC PACKAGING MACHINE CORP.
QUINCY, ILLINOIS

for the latest ideas in packaging . . . "call Cleveland"



Cleveland Sleeves and Caps

—from any angle—

Instantly justify their use!

THE WEATHERHEAD COMPANY OF CLEVELAND adds this extra protection to their products in transit, at practically no cost per unit.

Besides giving further identification to this world famous family of fittings . . .

Cleveland Container Sleeves, Caps and Plugs

spotlight the extra care given before shipment by manufacturers to make their products easier and faster to pack and handle en route from production to installation.

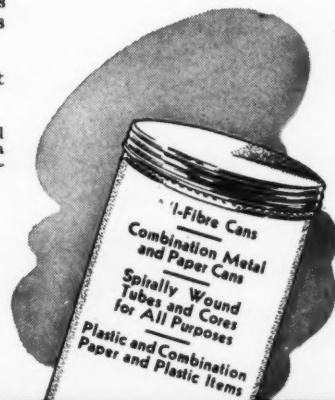
Protect against damage to threads. Plugs for internal threads; Sleeves and Caps for external threads.

Protect against dust and dirt; against damage in dipping or spraying.

Cleveland Container Plugs and Sleeves in diameters $\frac{1}{8}$ " up; Caps from $\frac{1}{4}$ " up.

Special sizes and Shapes without extra die charge where quantities warrant.

**ATTRACTIVE PRICES
QUICK DELIVERIES
CONSULT OUR ENGINEERING
DEPARTMENT**

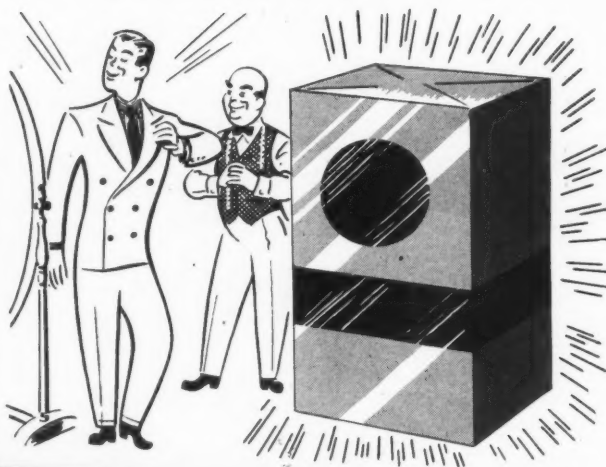
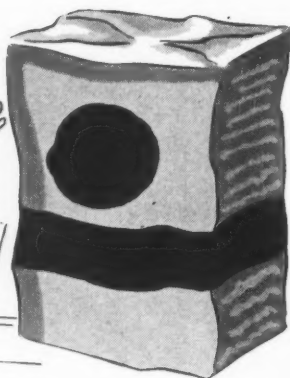


The CLEVELAND CONTAINER Co.
6201 BARBERTON AVENUE CLEVELAND 2, OHIO

PRODUCTION PLANTS also at Plymouth, Wisc., Ogdensburg, N. Y., Chicago, Ill., Detroit, Mich., Jamesburg, N. J.
PLASTICS DIVISIONS at Plymouth, Wisc., Ogdensburg, N. Y. • ABRASIVE DIVISION at Cleveland, Ohio
New York Sales Office—1186 Broadway, Room 223

IN CANADA—The Cleveland Container Canada Ltd., Prescott, Ontario

There is a difference . . .



get "tailor-made" wrapping by

KNAPP-WRAPP

Don't Just Wrap — "Knapp-Wrapp"

FOUR TYPES AVAILABLE

MODEL JS: (illustrated)
Speed 60 to 70 per minute;
for cellophane, wax paper,
and heat-sealing foil.

MODEL KW: Feeds and dis-
charges at one end for one
operator.

MODEL FS: Semi-automatic
bench model. Speeds 200-600
per hour.

MODEL SA: Semi-automatic
by foot lever. Speeds: to 1000
per hour.

• Yes, the man in a *tailor-made* suit makes an outstanding impression, doesn't he! And your package in a *tailor-made* wrap makes an outstanding SALES impression, too. The sensational new post-war KNAPP-WRAPP wrapping machine is *tailor-made* exactly to specifications for YOUR package! The result? Smart, sparkling, taut wraps . . . high-speed production line efficiency . . . a streamlined design that eliminates troublesome working parts and simplifies maintenance. Yet, with all these advantages the KNAPP-WRAPP has a *remarkably* low initial cost. That's why we say . . . "Don't just wrap — KNAPP-WRAPP." If you are interested in cutting down your overhead and getting better sales results, you'll want to investigate the KNAPP-WRAPP immediately.

Prompt Delivery!
Act Now! Write Now!

Send Sample of your Product

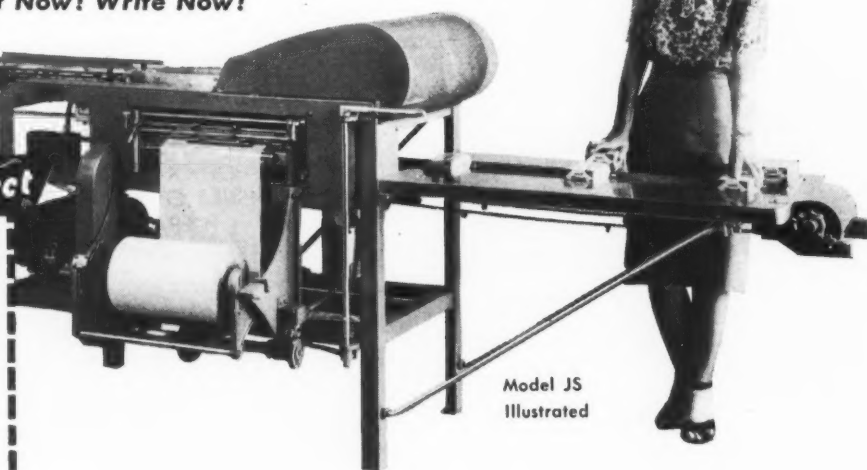
KNAPP MANUFACTURING CO.

2568 San Fernando Road, Los Angeles 41, Calif.
I enclose a sample of our product. We would like
to know the specifications, performance, and cost
of a KNAPP-WRAPP to do our job right!

Name _____

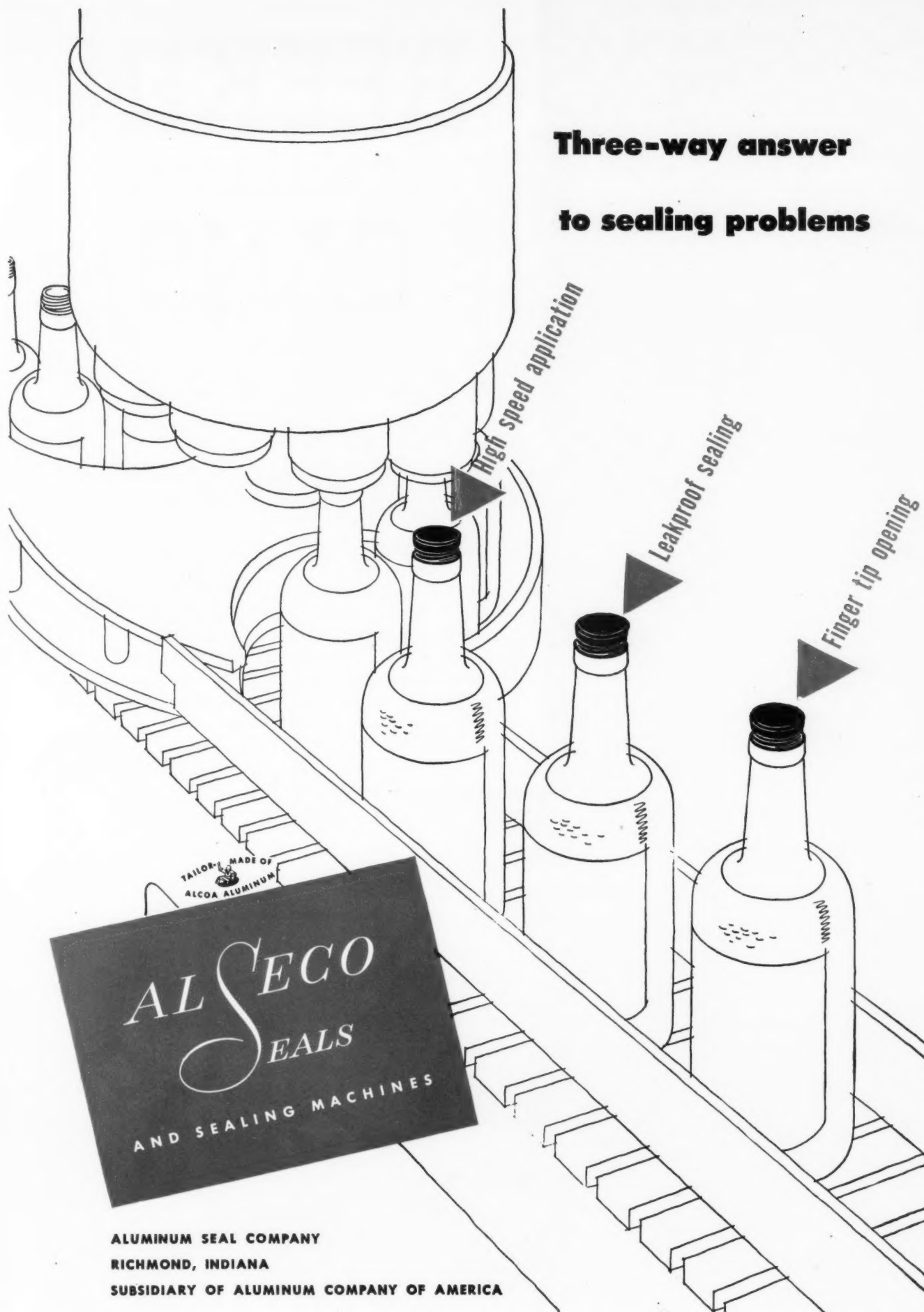
Address _____

City _____



Model JS
Illustrated

**Three-way answer
to sealing problems**



AL SECO
SEALS
AND SEALING MACHINES

ALUMINUM SEAL COMPANY
RICHMOND, INDIANA
SUBSIDIARY OF ALUMINUM COMPANY OF AMERICA

HEEKIN

LITHOGRAPHED

CANS

from
BREAD BOXES
to LARD CANS

ANY COLOR • FOR ANY PURPOSE
AVAILABLE IN UNLIMITED QUANTITIES

HEEKIN offers anyone packing their products in metal cans—lithographed or plain—almost fifty years of expert designing and marketing experience plus a reputation for fine color lithography that challenges comparison. The colors we use, as well as the lacquer and varnish are produced by Heekin. This control guarantees true, constant color reproduction of long-life colors. Heekin will gladly discuss your metal packaging problems with you.



THE HEEKIN CAN CO., CINCINNATI 2, OHIO
OFFERING YOU ALMOST FIFTY YEARS OF METAL PACKAGING EXPERIENCE

Want
some
Southern
pie?



Yes, they make plenty of pie in the South. We ought to know — a big percentage of the pastry boxes, and retail containers used in Dixie. But there's a much more interesting Southern pie in the form of an expanding market for your packaged goods, for increased sales in the South show a decided preference for packaged goods.

So, if you're located in the South, or sell to the South, consult Old Dominion packaging experts. We will recommend a package that will give you a larger portion of the Southern sales. We make all types of paper board and acetate containers including corrugated, canisters, set-up and folding. For the illustrated NEW DESIGN FOLDER write Dept. 70, Old Dominion Box Company, Charlotte, North Carolina.



OLD DOMINION

PLANTS LOCATED THROUGHOUT THE SOUTH

Box Company Inc.

CHARLOTTE • N. CAROLINA

THE SOUTHERN BOX MAKER WITH A NATIONAL REPUTATION

NOVEMBER 1947

33



to the Sales Manager

You undoubtedly know from experience that eye appeal is so essential to buy appeal that sales leadership often depends as much on superior packaging as on product perfection. What you may not also know is that the eye appeal of your packaging can be greatly enhanced by the *custom-made* character of Ridgelo Clay Coated Boxboard. With a frequent plus advantage of outright economy, it assures the precise size, thickness, color and finish characteristics specified for your particular requirements. That's why Ridgelo spells easier production, cleaner and brighter appearance, and a package that will definitely contribute to an up-swinging sales curve.



MADE AT RIDGEFIELD, N. J.
BY LOWE PAPER COMPANY

**custom-made FOR THE INDIVIDUAL PROCESS, INKS, DESIGNS, COLORS AND FINISH.*



REPRESENTATIVES:

H. B. Royce, Detroit • Norman A. Buist, Los Angeles • A. E. Kellogg, St. Louis • Philip Rudolph & Sons, Inc., Philadelphia

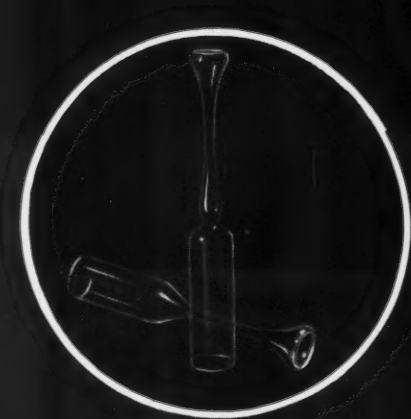
KIMBLE'S

New

TUF-TOP

Neutraglas

AMPULS



FEATURES

✓ **NO CHIPS**

Handier Sealing

Easy Entry of Needle

Steady Racking

KIMBLE  GLASS

The Visible Guarantee of Invisible Quality

Toledo 1, Ohio

DIVISION OF OWENS-ILLINOIS GLASS COMPANY

Announcing—

ANOTHER OUTSTANDING HEINRICH MACHINE

THE RICHMOND ROCKET

Speed, quality, rock-bottom economy through and through... that's the Rocket No. 1. It was designed by men who know press design from the word go, to meet the urgent need of printers for a gravure press capable of better printing at lower cost.

The Rocket incorporates many new, revolutionary printing features. Here are a few. Look them over... then write us for full information and complete specifications. We promise some interesting eye-openers.

1. DOUBLE UNWIND AND REWIND WITH SEMI-AUTOMATIC PASTER... eliminates waste of time and material during roll changes.
2. COMPLETELY NEW TYPE DRYING EQUIPMENT... speeds production tremendously.
3. BUILT IN SIZES OF 20", 30", 40" PAPER WIDTH 1½" less for printing... permits any number of colors, embossing, lacquering and sheeting.
4. WATER COOLED LEAD ROLLERS BETWEEN PRINTING UNITS.
5. ELECTRIC OR STEAM HEATING UNITS FOR DRYING UNITS.
6. Manufactured by: INTA-ROTO MACHINE CO., Richmond, Virginia.

FOR BETTER MULTI-COLOR GRAVURE
PRINTING AT LOWER COST!



H. H. HEINRICH
INCORPORATED

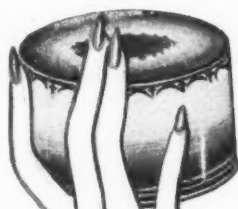


200 VARICK STREET, NEW YORK 14
Telephone: WAtkins 4-6970-1

Charmers

On the Champs-Elysees... Fifth Avenue . . . Wilshire Boulevard . . . Rowell adds exciting charm to cosmetic boxes for face and dusting powder.

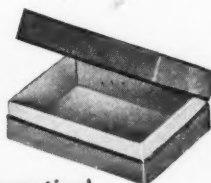
Sleek, gay, and attractive, they catch the feminine eye and find their way into the *tailleur* of the most sophisticated.



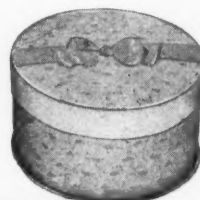
precision
color
printing



pharmaceutical
boxes



50 years'
experience



E. N. Rowell Co. Inc.
Manufacturers of Fine Paper Boxes

BATAVIA, N.Y.

For special performance

In addition to being a magnet for eyes, colorful BEETLE moldings also stand on their record as great performers.

It will pay you to get all the facts about BEETLE plastics . . . their advantages, economies . . . the possibilities they offer for better design. Send for your copy of the new folder, "Designing for Sales with Molded BEETLE Plastics."

American Cyanamid Company, Plastics Division, 34B Rockefeller Plaza
New York 20, New York

Radio housing molded for Emerson Radio
& Phonograph Corp. by Plastimold Inc.



use Beetle compounds...

WON'T BE SHOCKED

BEETLE moldings offer an unbeatable combination of performance advantages... an important one of which is high electrical insulation properties. And, being a thermosetting plastic, BEETLE will not soften under exposure to heat.

WON'T LOSE SHAPE OR FACE

Because of their dimensional stability and chemical inertness, BEETLE plastics keep their shape—won't warp or sag. And to list a few more A's on the performance report card: BEETLE compounds are not affected by alcohol, acetone, essential oils and common solvents... they are extremely lightweight... odorless, tasteless... and are excellent for diffusion and transmission of light.

WON'T GET LOST IN A SCUFFLE

Don't be afraid of chipping and scuffing. A BEETLE compound is all color. It offers great resistance to wear and abrasion... is mar-proof and chip-proof.

WILL INCREASE YOUR SALES

All signs lead to the fact that, in the future, BEETLE plastics will even break all of their past popularity records. They bring many performance-plus values to the hard-selling days (and nights) that lie ahead... and their permanent, rich colors and finishes start sales moving from the second they get the range of a customer's eyes.

WILL INCREASE YOUR PROFITS

Because BEETLE compounds are so easy to mold and are so easily sold, BEETLE-made products are more profitable for manufacturers, molders and retailers. Book your reservation on the year-round BEETLE plastics sales and profit cruise!

BEETLE* plastics—urea-formaldehyde thermosetting molding compounds. MELMAC* plastics—melamine-formaldehyde thermosetting molding compounds, industrial and laminating resins. URAC* resins—urea-formaldehyde thermosetting industrial resins and adhesives. MELURAC* resins—melamine-urea-formaldehyde thermosetting resin adhesives and laminating resins. LAMINAC* resins—thermosetting polyester resins. PHENAC* resins—phenol modified resorcinol thermosetting resin adhesives.

*Reg. U. S. Pat. Off.

Cyanamid Plastics



all

color

in

all

colour



Ho hum. We are about to hit you over the head again with the oldest adage in business: "Quality pays."

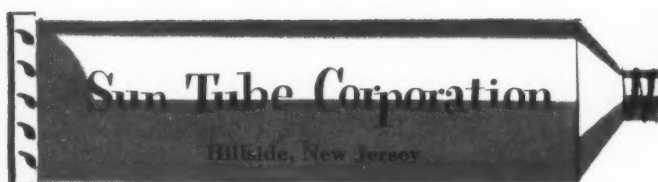
It's corny. It's dull. It's obvious. *Take it away.*

But before you take it away, let us register our affection for it. We've been making tubes for 22 years. And we've always aimed at making *extra good* tubes.

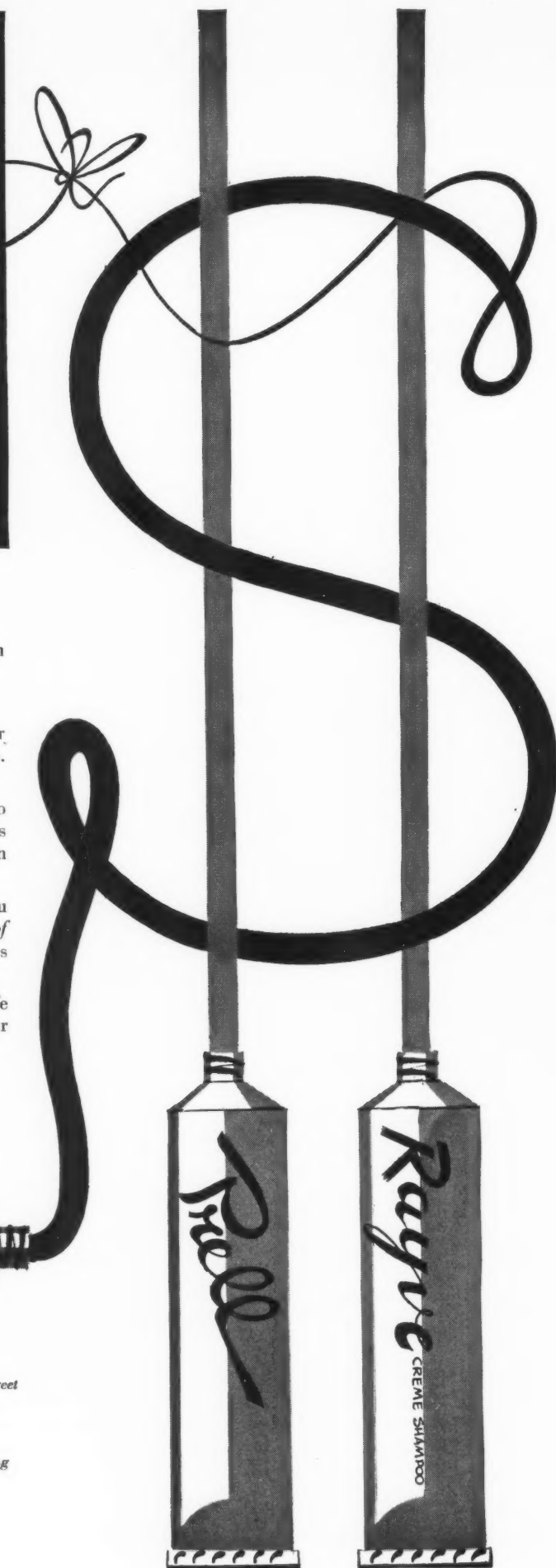
In fact, we've been willing to spend extra *money* to make extra good tubes. We spend it on such things as hand-applied caps and specially-designed reproduction machinery.

If you ask what we get out of this, we refer you not only to our growing output, *but to the character of our customers themselves.* They are, to use an obvious expression, "quality people."

This confirms our hunch that there's still some life in "Quality Pays." In fact, we're happy to sign our name to it.



CHICAGO 3, ILL., James L. Coffield, Jr., 105 West Adams Street
 LOS ANGELES 27, CALIF., R. G. F. Byington,
 1260 North Western Avenue
 ST. LOUIS 1, MO., M. P. Yates, Arcade Building
 ST. PAUL 1, MINN., Alexander Seymour, 615 Pioneer Building
 CINCINNATI 8, OHIO, Ralph H. Auch, 3449 Custer Road



Cut your mailing costs

with the
**MASON
MAILMASTER**



THE

Mason

BOX COMPANY

Attleboro Falls, Mass. • 175 Fifth Ave., New York City, N. Y.

● Are your mail shipping costs too high? If so, then switch to Mason MailMaster. Light in weight, the MailMaster not only reduces your regular shipping costs but also is an economical air-mail package. Then too, MailMaster's rigidity and durability assure your product unequalled protection and save the extra cost of replacing damaged goods.

The patented safety fastener eliminates wrapping and tying. It speeds up shipping and receiving, saving time and money. Available in a wide range of sizes, MailMaster is the ideal container for fast, dependable and economical shipment of small products and parts. Let Mason MailMasters cut your packaging costs. Write to Dept. 78 for our complete catalog of sizes.

America's number one box . . . **the MASON MAILMASTER**

Introducing **Plastafol***

The New ALL-TRANSPARENT FOLDING CARTON

A window-clear plastic box at a new low cost.

Ships flat . . . folds into shape in fractions of a second.

Available in large runs . . . tuck-end or glue-end.

Your message printed in permanent, scratch-proof color.

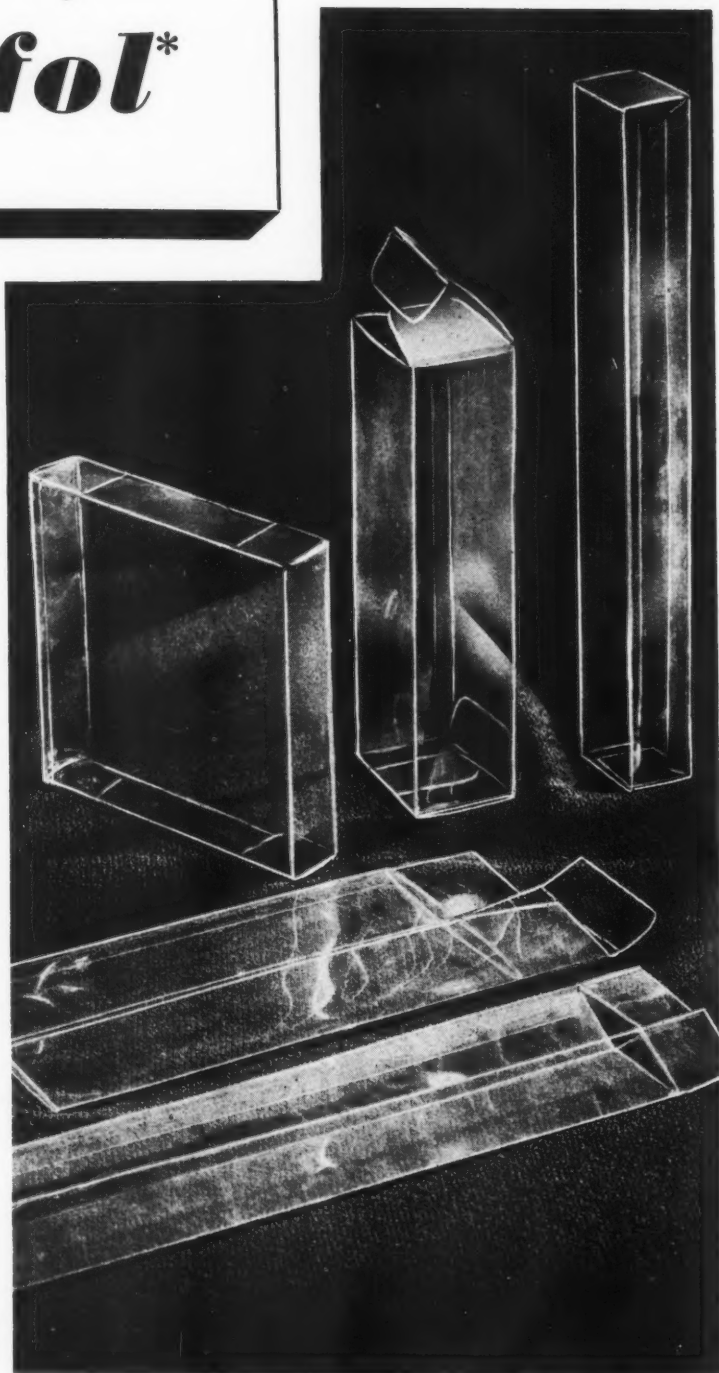
Now you can give your product all the extra sales appeal of individual packaging in transparent plastic cartons—at new low cost.

The new 100% transparent PLASTAFOL, carton, costs less per unit because it's mass produced by a patented process.

Folded flat for shipment, the PLASTAFOL carton saves freight—can be set up fast, by machine or by hand, with big savings in labor charges.

For very slight additional cost, we print your message on PLASTAFOL cartons in colors guaranteed not to scratch, rub or wash off.

Don't miss this new merchandising opportunity. Write today for information. We welcome comparison.



* Trademark

TROTH • BRIGHT • PAGE

Main Office and Plant:
Paoli, Pennsylvania

Sales Office:
Land Title Building, Philadelphia

The PLASTAFOL carton is protected by present and pending patents.



Again... MARKEM SOLVES

A DIFFICULT *Marking* PROBLEM

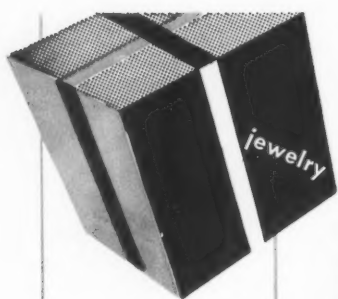
The PROBLEM: How to insure quick and accurate identification of its line of taps and dies, famous the world over for accuracy and variety — dozens of types and hundreds of sizes. With a new packaging program underway to more carefully protect and attractively present the product, it was logical that new and better means of marking be sought, to avoid error, save time and money, and improve appearance.

The SOLUTION: MARKEM Service", which supplied method, machine and ink for doing the job quickly, cleanly, attractively. As *Modern Packaging* tells the story:

"With a line so extensive and diversified, thousands of labels are required, and one may differ from the next one only in a single word or figure. This marking problem was solved by adoption of a machine (Markem) which permits of rapid changes in variable type material, with the result that all the boxes bear imprints uniform in style and appearance. Hand stamping with rubber stamps, formerly used, has been eliminated, resulting not only in improved appearance but also in reduced cost.

LET MARKEM solve your problem. MARKEM service includes method, machine and inks to meet your individual requirements of speed, material and purpose, whether in marking boxes, bottles, labels, or the product itself. Tell us your needs; we'll do the rest.

MARKEM
MACHINE
COMPANY
KEENE, N. H.



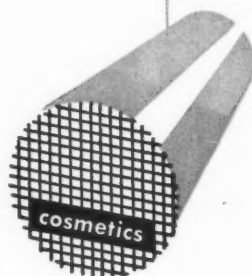
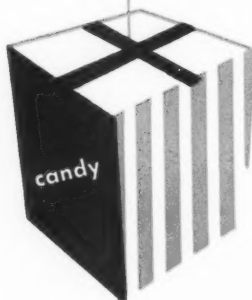
there's a



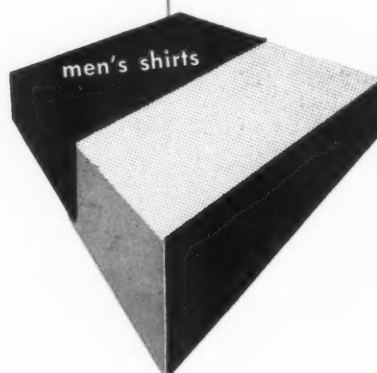
packaging paper

FOR EVERY PRODUCT!

FOR EVERY HOLIDAY!



Printed or embossed coated papers,
metallic foil papers, individualized
trade-marked papers — for
day-to-day packaging use, gift
packaging and holiday
promotions. Over 5,000 patterns
from which to choose. Write or
phone us about your specific needs.



COLOR SELLS



KUPFER BROS. CO.

4 ASTOR PLACE, NEW YORK 3, N. Y.

Manufacturers of Surface Coated Papers Since 1845

GRAHAM-JONES PAPER CO.
730 North Myrtle Avenue
Jacksonville 4
Florida

KUPFER BROS. PAPER CO.
145 West Hubbard Street
Chicago 10
Illinois

Southwest Representatives
MODERN PACKAGINGS
1214 S. Akard St.
Dallas 1, Texas

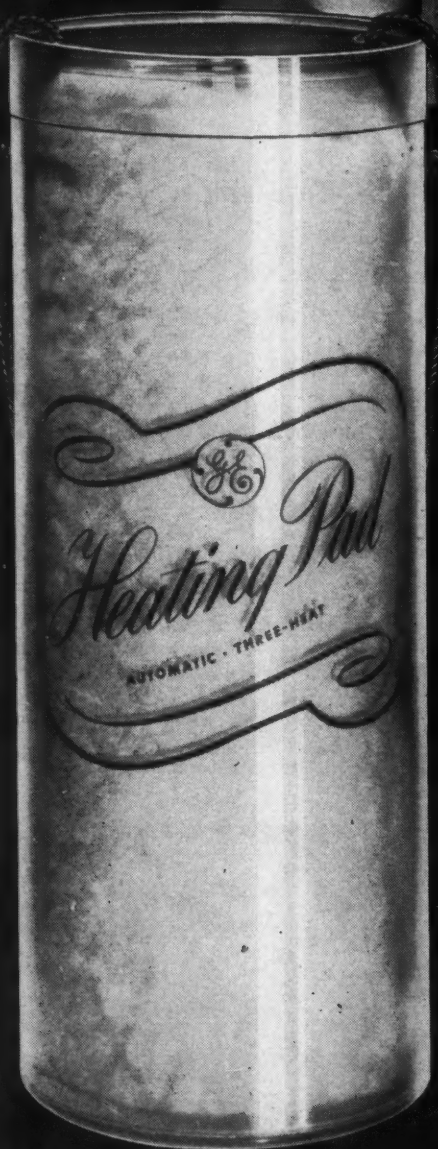
EDWARD M. MARKS CO.
8334 West Third Street
Los Angeles 36
California

Branches in
BOSTON •
PHILADELPHIA
SEATTLE

GVC



THIS DISPLAY SELLS HEATING PADS



Some products sell on sight. G. E. Heating Pads, for instance. That's why G. E.'s latest counter display features a "SEE-THRU" container specially designed by Geo. V. Clark.

If your product also has eye appeal . . . or if showing what you sell helps you sell more . . . the Geo. V. Clark Co. can provide the answer in expertly-styled rigid transparencies.

For there's 60 years of custom craftsmanship, design skill and specialized "know-how" behind the Clark organization. Put it to work for you to produce a sales-minded package . . . or to manufacture to your exacting specifications. For the facts without obligation just mail this coupon.

GEO. V. CLARK

COMPANY, INC.

See-Thru Division

26-15 FOURTH STREET, ASTORIA 2, L. I., N. Y.



CUT OUT AND CLIP TO YOUR LETTERHEAD

GEO. V. CLARK CO., INC.
SEE-THRU DIVISION
26-15 FOURTH STREET, ASTORIA 2, L. I., N. Y.

MP6

Gentlemen: I would like to have more information on your packaging. I am interested in acetate packaging for

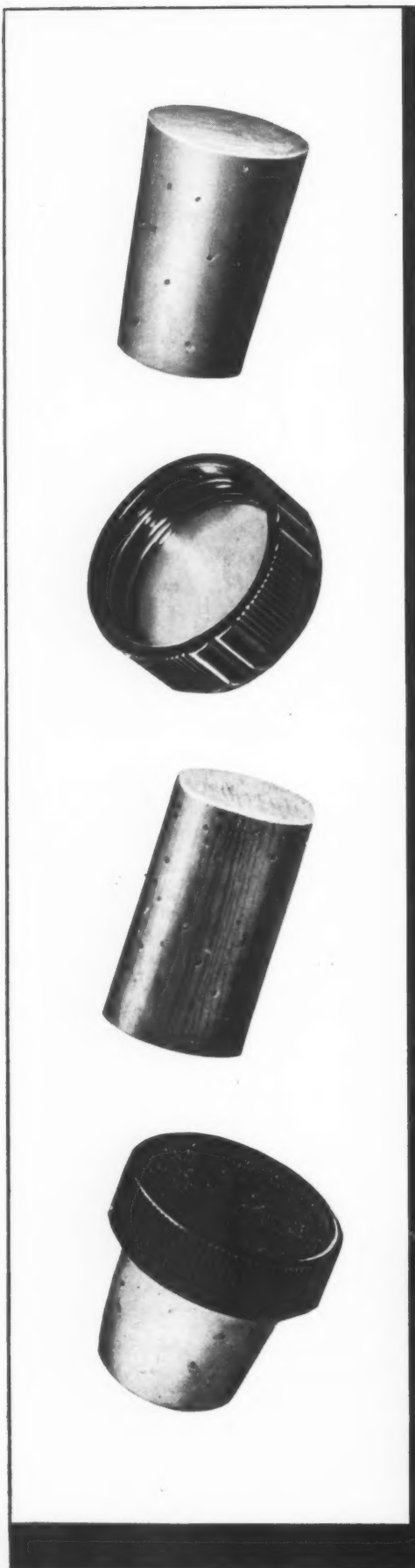
PRODUCT

NAME _____

FIRM _____

ADDRESS _____

CITY AND STATE _____



GOOD PACKAGING BEGINS WITH GOOD SEALING



FOR top protection, Cork is best! High-quality cork gives the safest, surest seal for glass-packaged drugs, cosmetics, food and miscellaneous products. Because we have specialized with cork sealing for 80 years, we know cork in all of its grades. Our chemists are familiar with the specific sealing requirements of bottled liquids, and can help you to get the most practical protection for your products. Mundet buyers are located in areas where the world's finest commercial cork is grown—to be sure of getting the best of each year's crop.

Here in our domestic factory, we have redesigned and improved cork manufacturing equipment on the basis of what we have learned about bottle sealing. Your products benefit from our experience and facilities. Get in touch with us for practical suggestions on modern sealing with cork. Mundet representatives in the principal cities provide convenient and prompt contact. Mundet Cork Corporation, Closure Division, 7101 Tonnelle Ave., North Bergen, N. J.

MUNDET

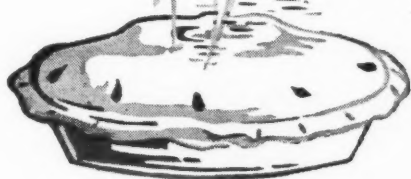
CORK CLOSURES

ATLANTA 339-41 Elizabeth St. N.E. • CHICAGO 16 2601 Cottage Grove Ave. • CINCINNATI 2 427 W. 4th St. • DALLAS 1 505 Southland Annex • DENVER The Stone-Hall Co. • DETROIT 21 14401 Prairie St. • HOUSTON 1 Commerce and Palmer Sts. • JACKSONVILLE 7, FLA. 1212 Mary St. • KANSAS CITY 7, MO. 1428 St. Louis Ave. • LOS ANGELES (Maywood) 6116 Walker Ave. • LOUISVILLE 10 1416 Arbogast St. • NEW ORLEANS 16 315-325 N. Front St. • PHILADELPHIA 39 856 N. 48th St. • ST. LOUIS 4 2415 South Third St. • SAN FRANCISCO 7 440 Brannan St. and J. C. Millett Co. 118-32 Sacramento St. • In Canada: Mundet Cork & Insulation, Ltd. 35 Booth Ave., Toronto

...Windows

OF LUMARITH* *Film*

PROTECT, ATTRACT, PERSUADE



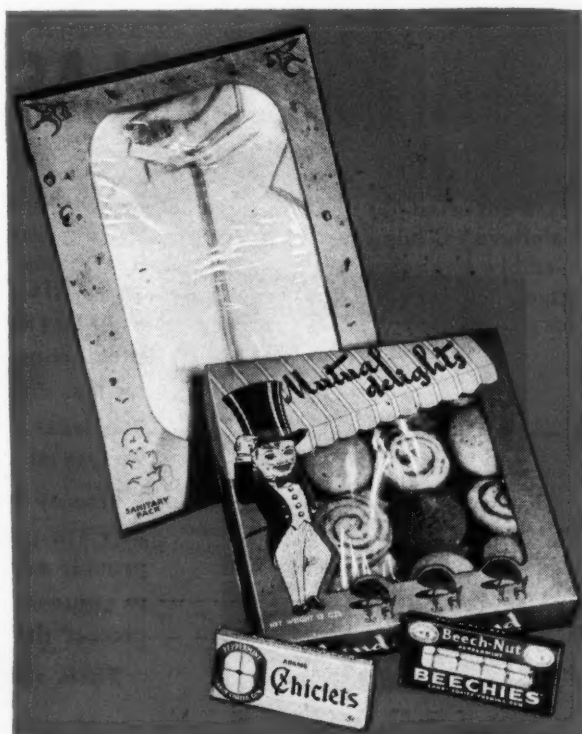
IT'S a question who welcomes the window box more—the shopper who likes to see what she buys, the shop keeper who must fight the battle against soiled and shopworn merchandise or the manufacturer who must compete.

Lumarith transparent film is the perfect material for clear and sparkling windows. Lumarith is dimensionally stable—won't sag, wrinkle, or pull the container out of shape.

Your merchandising plans should include the window container. No other packaging method is more effective and economical. Write for Lumarith Film Booklet. Celanese Plastics Corporation, Dept. PI, division of Celanese Corporation of America, 180 Madison Avenue, New York 16, N. Y.

A Celanese Plastic

*Reg. U.S. Pat. Off.

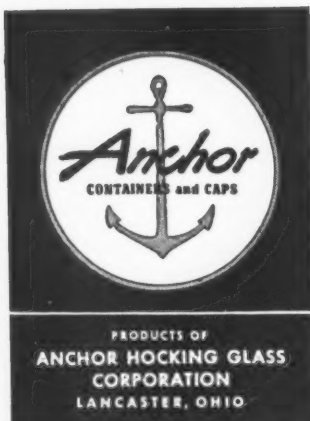


TO SHOW AND SELL FOODS

- ★ Transfers no foreign tastes or flavors
- ★ Protects product quality
- ★ Easy, quick access to contents
- ★ Protects unused portions until served
- ★ Creates impulse sales
- ★ Available in 17 capacities



ANCHORGLASS Plain Round Jars



ANCHORGLASS Plain Round Jars are widely accepted as the ideal containers for fruits, vegetables, condiments, meats, meat products and an almost endless variety of other prepared foods.

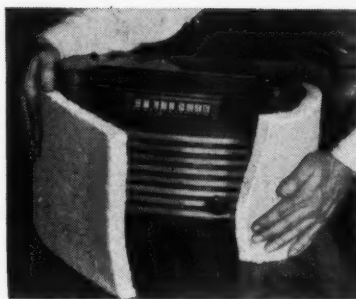
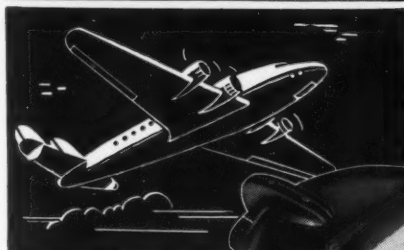
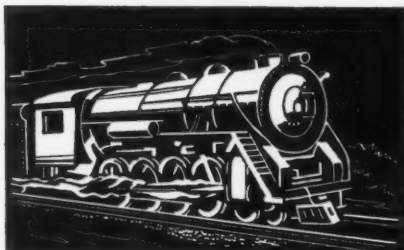
One of the reasons Plain Round Jars are preferred is because they provide easy, safe and quick access to contents and can be resealed to protect the remainder indefinitely.

Then, too, Plain Round Jars are

inert containers. They cannot impart any foreign taste, flavor or aroma. The glass package leaves flavor strictly alone. Perfect product visibility means that your product sells better because the package tells better. It creates impulse sales for you. And it also tells the consumer when the supply is low and it's time to reorder.

Anchorglass Plain Round Jars are available in 17 capacities from 4¼ ounces to 34 ounces.

"Crime Photographer", Thursday evenings, entire CBS network, sells all America on glass-packaged products.



Cut-to-size Tufflex pieces are placed around this radio to protect it from scratches in transit



See how cleanly Tufflex cuts to the exact size needed to protect the polished top of this pressure cooker

A chemist's glass burette gets perfect shipping protection when nested in Tufflex

For a Safer Journey

... PROTECT IT WITH **TUFFLEX!**

No matter what size or shape articles you ship—they'll travel more safely when protected with Tufflex! This fleecy, yet tough, felted wood fiber blanket has qualities found in no other protective padding. Even under heavy impact blows, it springs back to its original shape. It won't shred or pull apart under tough handling.

Tufflex is non-abrasive and will not harm the finest finishes. It is easily cut to any size and it's available in rolls or sheets of various thicknesses and widths—either with or without kraft paper liners. Get all the facts about this amazing protective padding—mail the coupon.



*REG. U. S. PAT. OFF.

MADE BY THE MAKERS OF *Balsam-Wool*

WOOD CONVERSION COMPANY
Dept. 208-117 First National Bank Building
St. Paul 1, Minnesota

Gentlemen: I want to know more about Tufflex. Please send me complete information.

Name.....

Address.....

City.....State.....

It's NEW!

and it's available for immediate delivery



P-45 --- a new
stock bottle in line
with Swindell's
tradition of quality

It's ready now! Swindell's new stock bottle,
designed along classic lines that hold special in-
terest for the perfume and cosmetic trade!

Available for immediate delivery in $\frac{1}{8}$ ounce, $\frac{1}{4}$
ounce, $\frac{1}{2}$ ounce, 1, 2, 3, 4, 6, 8, and 16 ounce sizes.

SWINDELL BROS., BALTIMORE, MD.

200 FIFTH AVENUE, NEW YORK • ROBERTO ORTIZ—HAVANA, CUBA

When you think of bottles think of

Swindell

Get more economical production of thin-wall packaging materials with the **newest NRM extruder**

FOR more than a year now, the first models of the new 3½" "Cub" extruder have been in regular production. No longer in the laboratory or development stage, these units have proved their performance in the packaging field, so that the following operating data are based on actual records.

The Cub is a short-barreled oil heated extruder equipped with a 3½" screw, with a barrel only half as long as the regular 3½" extruder. It requires much less floor space, less horse power, there's less heat loss; wear is reduced, and with it, maintenance costs.

The Cub provides precisely accurate control of tolerances and quality to a degree not possible before. To handle all the less corrosive thermoplastic materials, it is only necessary to change screws. Its compact design simplifies installation problems in limited spaces.

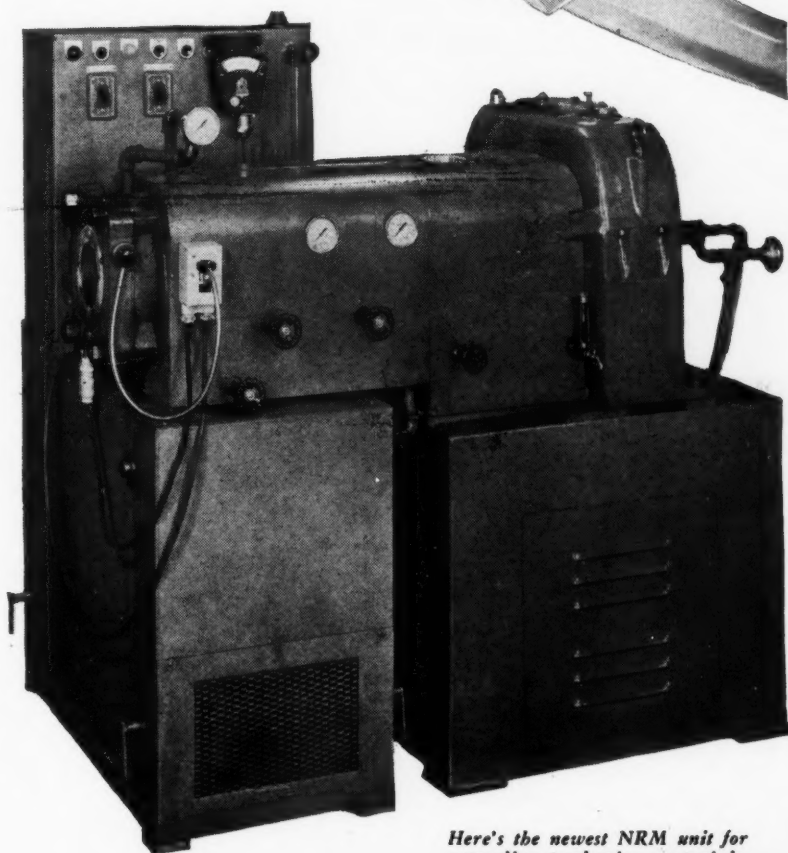
With a capacity of up to 120 lbs. per hour, this new NRM Cub extruder may be the best size and type of equipment for your particular work and production requirements.

For many uses, it is more economical to operate, resulting in direct money savings to you.

To get *all* the facts, write today for complete descriptive data and operating characteristics . . . ask for full information on the new NRM Cub Extruder.

To be used in the manufacture of a new type babies' nursing bottle and for food packing, this polyethylene extruded product must be kept sterile. It is extruded 3¼ inches wide, gusseted off the extruder to 2 inches in width.

Photo courtesy Carter Products Corp., Cleveland



Here's the newest NRM unit for extruding packaging materials.

NATIONAL RUBBER MACHINERY CO.

General Offices: AKRON 8, OHIO

California Representative: Sam Kipp, P. O. Box 441, Pasadena 18, Calif.

Plastics
MACHINERY DIVISION

EXPORT DISTRIBUTORS: OMNI PRODUCTS CORPORATION, 460 FOURTH AVE., NEW YORK 16, N. Y.

Leading exponents of mechanization choose



Adjustable **CARTON SEALERS**

Leading automotive manufacturers, who pioneered mechanization in industry, have selected CECO Adjustable Carton Sealers for their parts packaging.

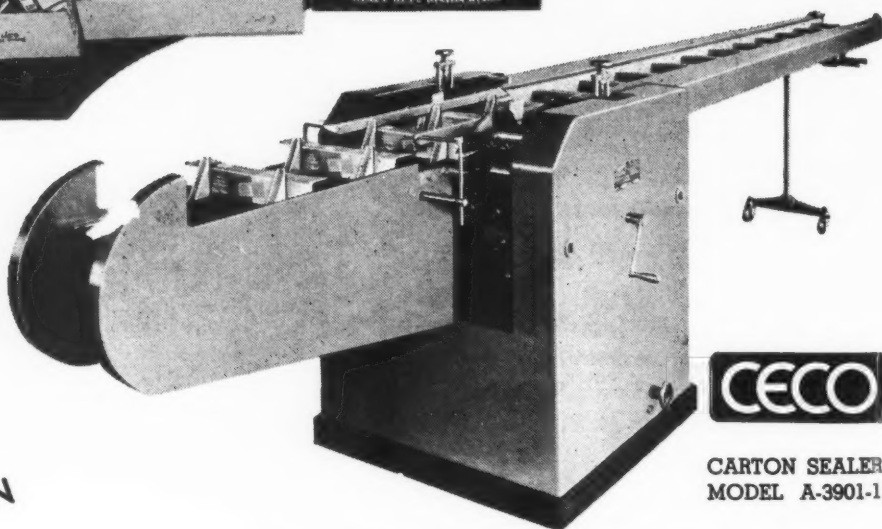
Cartons sealed on CECO Adjustable Carton Sealers are tamperproof, and stronger, lighter, and more attractive than hand-sealed or tuck-in packages. Elimination of hand operation greatly reduces labor costs. Instant adjustability without tools by in-experienced help permits a wide variety

of different size cartons, in comparatively small lots, to be handled economically on a single machine.

Let us send you facts and figures showing how CECO Adjustable Carton Sealers have paid back their very low initial cost in from a few months to a year. Write, wire, or phone.



CECO Adjustable Carton Sealers are instantly adjustable without tools for any of the cartons shown here.



CARTON SEALER
MODEL A-3901-12

New The latest type CECO Automatic Circulating Glue Pump System is now available for all models of CECO Adjustable Carton Sealers.

*Packaging Machinery
Specialists*

214 Riverside Ave., Newark 4, N. J.
BALTIMORE • CHICAGO • JACKSON • PITTSBURGH
ROCHESTER • ST. LOUIS • SAN FRANCISCO
SAVANNAH • TORONTO

Visual grocery list

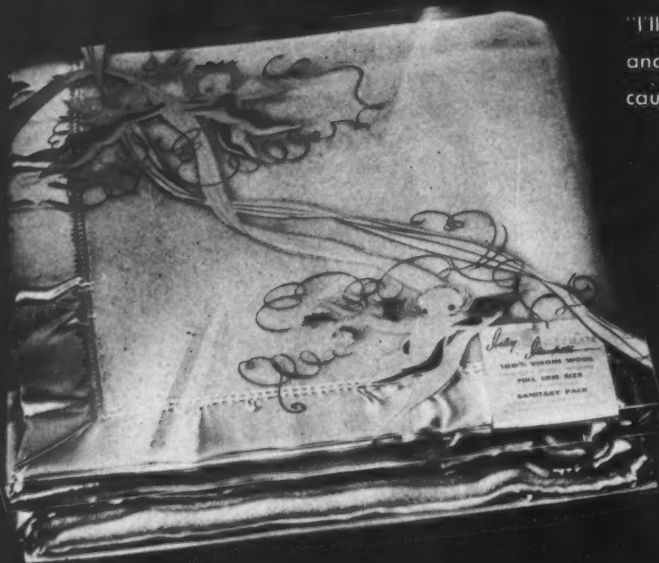


She opens the refrigerator. She opens the cupboard door. And there, in glass containers, is her visual inventory. In these days of planned buying this good-will feature of H-A glass containers is most important. Efficient on the packing line, light in weight, easy to handle, they are worthy of your product.

**HAZEL-ATLAS
GLASS CO.**

Wheeling, West Virginia





"I'll take this one. It's a lovely blanket — and it's the one that caught my eye first."



WOMEN BUY MORE

...when They See More

"U-m-m-m! That candy looks so good. Let's get a bag."



It's no secret that women shoppers control America's purse strings. From baby blankets to candy . . . from fresh vegetables to cosmetics . . . they have a keen shopping eye for what's best-dressed as well as for what's best. To make your product see-able — and protect it, too—use more and more KELLOGG View Pac rigid acetate containers or E-Z-Pac cellophane bags. KELLOGG can show you a package that should do a real selling job for you. Get in touch with KELLOGG today.



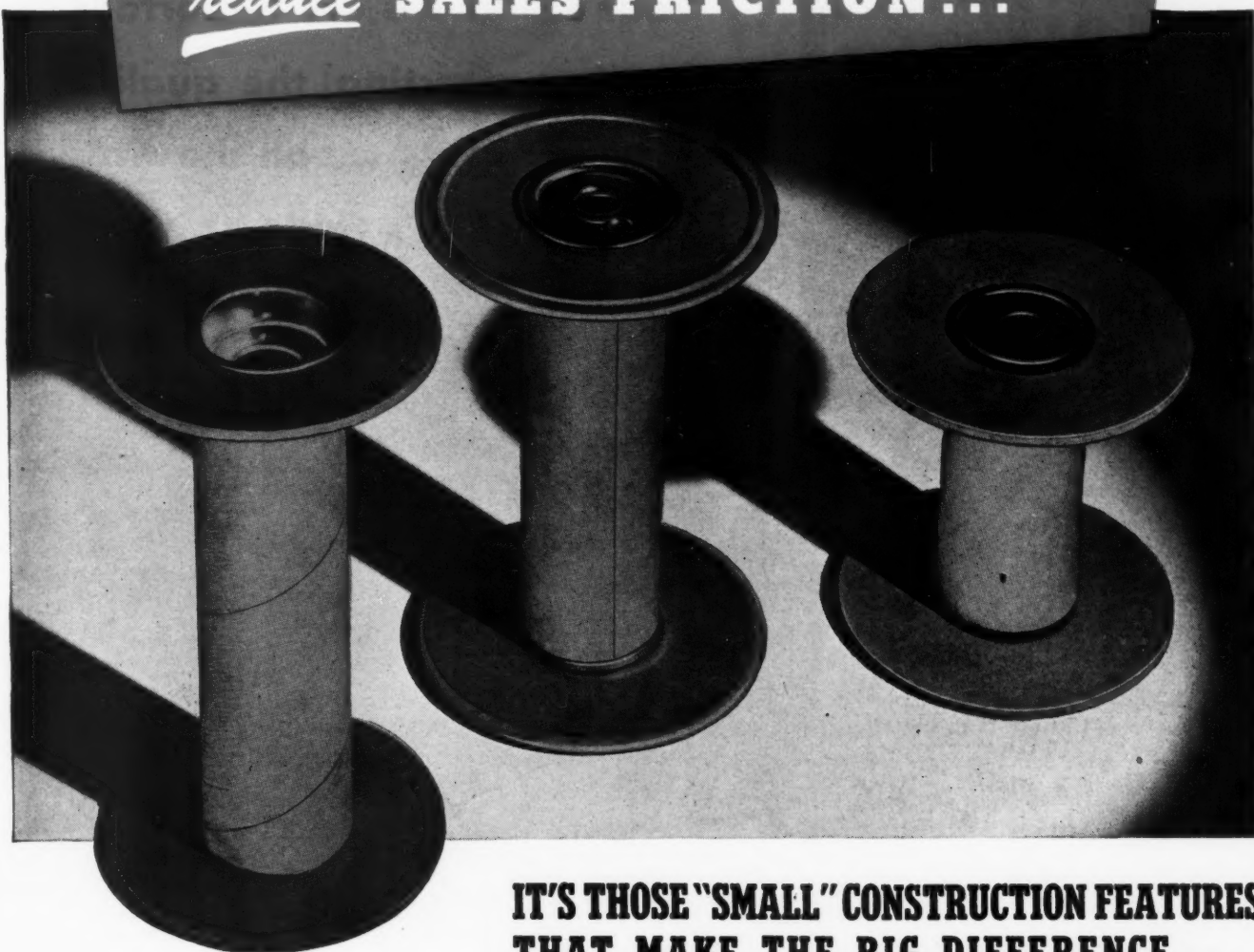
KELLOGG CONTAINER DIVISION

P-77

UNITED STATES ENVELOPE COMPANY
SPRINGFIELD 2, MASSACHUSETTS
World's Largest Manufacturer of Envelopes

MODERN PACKAGING

SMOOTH RUNNING SPOOLS *reduce* SALES FRICTION...

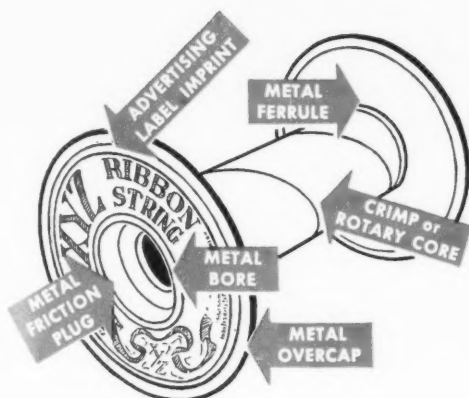


IT'S THOSE "SMALL" CONSTRUCTION FEATURES THAT MAKE THE BIG DIFFERENCE...

A spool is a very important "package"—if it's smooth running in its dispenser and doesn't bind or drag—it's because special R. C. features have minimized friction . . . and that means less friction in sales because the product is giving better service in use.

R. C. Can Company offers a complete line of fibre spools with special construction features for ribbons, tapes and bandages. Made to special dimensions and to these stock dimensions—Head diameters: plain fibre—2½"—6", reinforced 3½"—4"—5"—6" Rotary or crimped fibre cores with or without metal ferrules: 1¼" and 2¼" ID. Core traverse: 2"—12". Friction plug bores with or without drive pin holes: Down to ⅜".

Call upon R. C. Can Co. for smooth running spools and cores.



R·C· CAN COMPANY

Manufactures fibre cans, tubes, spools and cores

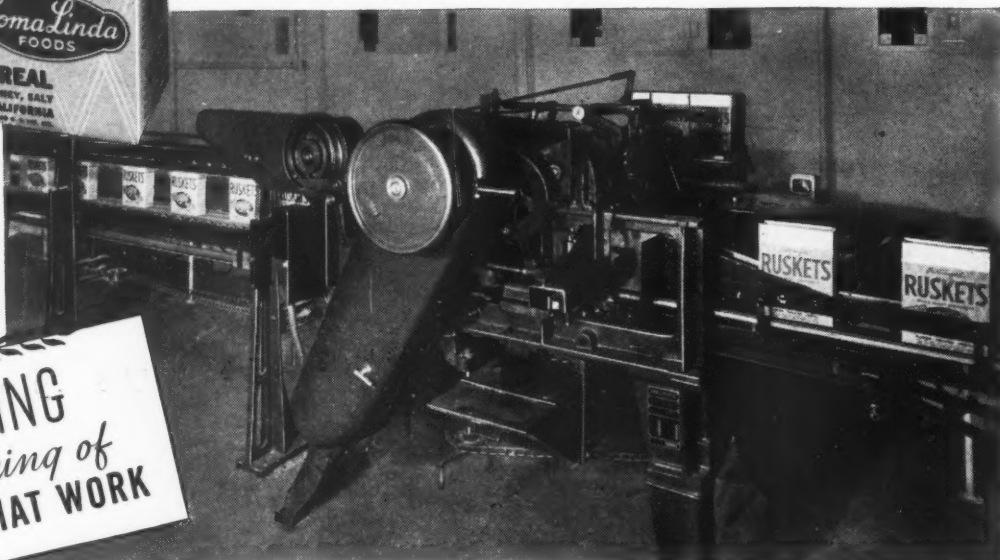
Branch Factories: Arlington, Texas, Rittman, Ohio and Kansas City, Mo.
Sales Offices: Minneapolis, New Orleans, Atlanta, Memphis, Milwaukee, Louisville, New York, Pittsburgh, Denver and Los Angeles.





"Your adhesives are important aids (in protecting) the quality of our products.....all the way to the user's table....."

PIONEERING
in the making of
ADHESIVES THAT WORK



Loma Linda Food Company—of Arlington, California—have been making "Quality Foods since 1906."

Mr. A. A. Cree, Production Manager, says: "Quality has always been our watchword; it guides the selection of the raw materials and every step of their preparation. Then, with the help of efficient packaging, the quality of our products is protected all the way to the user's table. Your adhesives are important aids in that

process. We know we can rely on them."

The leaders in a hundred industries rely on Arabol for their adhesives requirements—whether in the manufacture of their products or in the labeling, packaging and carton- or case-sealing.

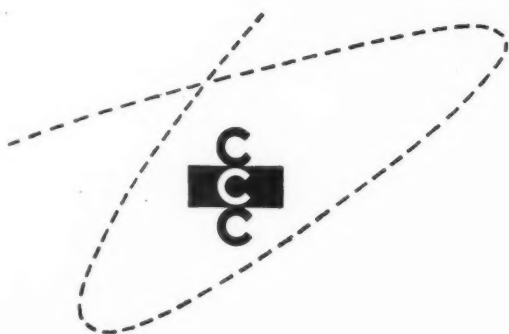
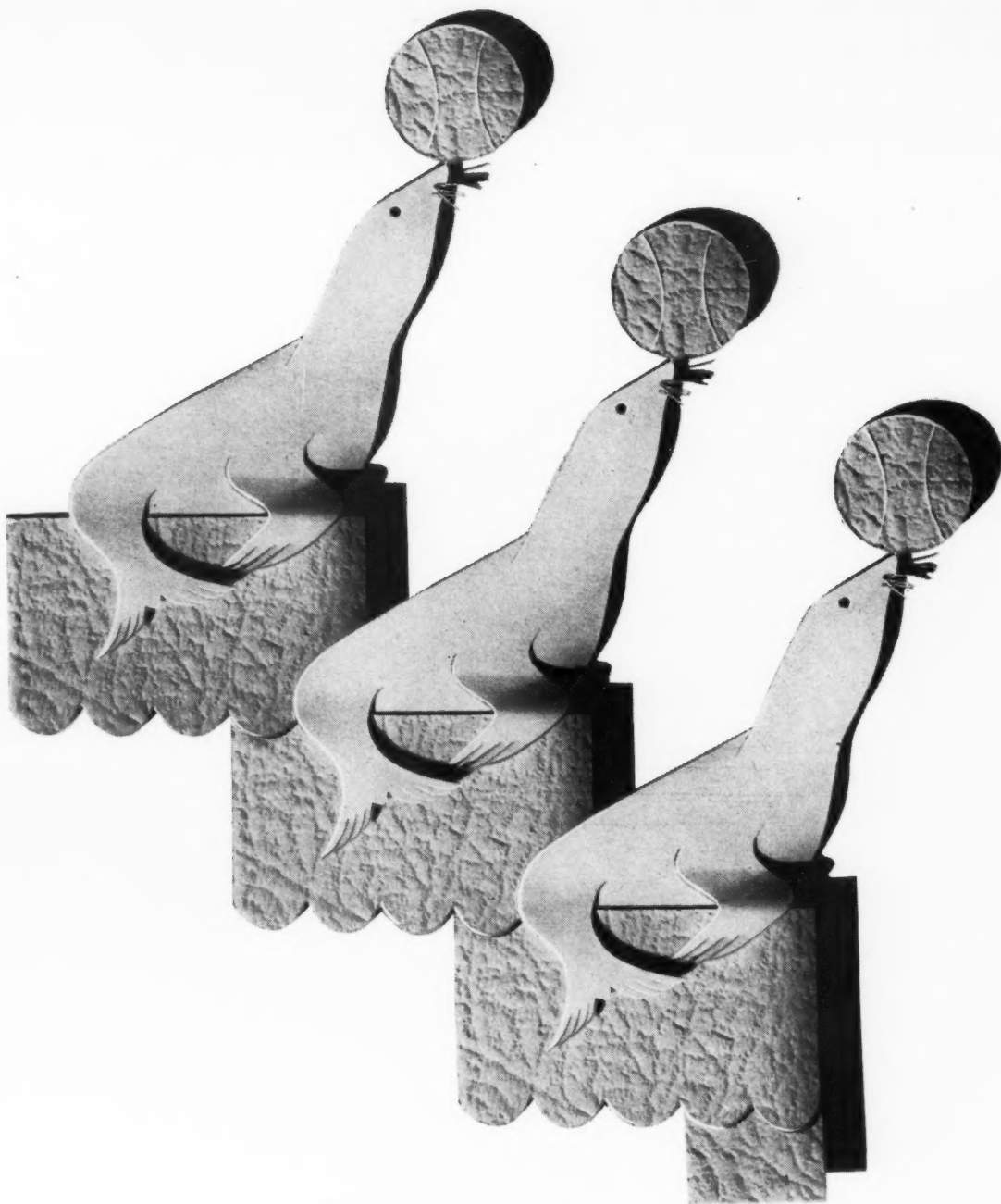
Three laboratories and sixty years' collective experience are at your service to help you find always the one adhesive best suited to each particular use. See the Arabol Representative when he calls; he knows adhesives.

THE ARABOL MANUFACTURING CO.

Executive Offices: 110 East 42nd St., New York 17, N. Y. CHICAGO — 54th Avenue & 18th Street
SAN FRANCISCO — 30 Sterling Street • Branches in Principal Cities • Factories in Brooklyn, Cicero, San Francisco



Adhesives?... **ARABOL!**



UNIFORMITY

Precision made—quality maintained

the millionth carton—like the first.

CHICAGO CARTON COMPANY 4200 SOUTH CRAWFORD AVENUE • CHICAGO 32, ILLINOIS

NOVEMBER 1947

57

ALUMINUM FOIL WRAPPERS

by *Traver* ...



H A M

An attractive design, printed with transparent colored inks on Traver's sparkling Aluminum Foil wrappers, develops a selling punch which brings results in any retail outlet. Give your ham an eye-catching attire that will bring the shopper up short, reminding her that inside this shiny package is a tasty, tender shank of her favorite ham.



When special seasons require extra sales appeal against competing brands, put *your* ham in this glistening wrap and watch the buyers' pocketbooks pay homage to its charm.

Stock designs (Tulip and Lily) are available for immediate delivery.



... and with the beauty of Traver Aluminum Foil wrappers, you are assured protective strength by heavy paper backing.

These photographs show Traver Aluminum Foil wrappers in actual use.

☆ WRITE OR WIRE—For Full Information



366 W. ONTARIO STREET

● CHICAGO 10, ILLINOIS

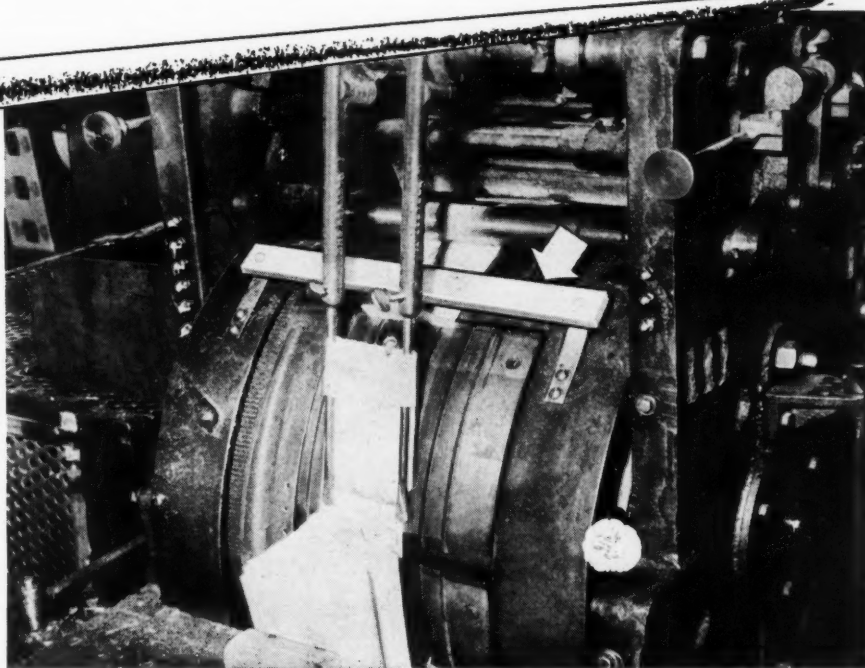
CONVERTERS AND PRINTERS OF FOIL, CELLOPHANE, PLASTICS, ACETATES AND GLASSINE

why let **STATIC** snarl your PAPER PACKAGE PRODUCTION?

**New,
easy method
of eliminating
static troubles
steps-up production
and quality
of many packages**

You know how static electricity can interrupt production and interfere with the perfection of packages utilizing paper, acetate, cellophane, or fabric. Static charges make stock hard to handle—make envelopes, bags, and wrappers stick together and to machines—cause fuzzy or off-register printing impressions as well as physical irregularities.

The new means of overcoming such problems—the Ionotron Static Eliminator*—offers you basic advantages not obtainable with any other method. The Ionotron is a simple, metallic bar which houses



A GOOD ENVELOPE MACHINE becomes even better with an Ionotron Static Eliminator (arrow). This is one of fifteen Ionotron installations at Oneida Paper Products Company, Clifton, N. J., manufacturer of cellophane wrappers, paper bags, and envelopes. Work includes cutting, folding, and printing. The Ionotrons have increased the smoothness of machine operation, made proper packing easier, and thus have increased production. Many other package makers and printers are getting similar benefits from Ionotron installations.

and shields a self-active source which ionizes the air in the trouble zone, and the ionized air conducts static to ground. There's no contact with moving materials. No power connection is required. The Ionotron has no moving or electrical

parts. There's no operating expense. Yet its action is continuously and permanently effective.

Ionotron Static Eliminators are obtainable in proper dimensions for attachment to any type of packaging equipment.

*Trade-mark reg. U.S. Pat. Off.

SEND COUPON FOR DETAILS!



DEPT. K6, U. S. RADIIUM CORP.
535 Pearl Street
New York 7, N. Y.

Please send further information about the Ionotron Static Eliminator to:

Name

Title

Company

Address

City State



NOT CORN... *succotash!*

That's right—pretty girl waist deep in 31,500 letters, each of which was accompanied by one (1) thin dime (\$.10) ... That's right—letters in response to what is technically known as An Offer, made in one (1) commercial of a broadcast over a national network which can run its own ads—we should plug a rival medium! ... That's right—the letter writers wanted for their thin dimes pictures of Dick Haymes, who is an actor, also sings, and for three years the Major Attraction of the radio program of The Electric Auto-Lite Company, of Toledo, O.... Now here comes the succotash!

But the Auto-Lite Co. didn't want the old conventional glossy prints which are stuck in the top frames of mirrors and in a few months fade and curl and make the subject look like a member of the first Bernhardt Farewell Tour Co. ... So Electric Auto-Lite sent out a beautiful print in full-color of Dick Haymes, with a gold foil border at the bottom and side—obviously a Better Offer and superior value for a dime! ... It will positively not fit under any mirror frame, but can stand up on any level surface or hang on a wall, without fading or curling or even wrinkling for years and years, all the

while reminding the spectator and onlooker of (1) Dick Haymes, (2) the Thursday night program of (3) Auto-Lite Co., over the (4) unnamed radio network ... Good deal, huh?

OH, yeah ... E-F designed and produced the Haymes picture. "Twant nothing much, really! ... Just bring in your own corn any time ... and we'll turn it into fritters, compote, puree, custard, pudding, syrup, taffy (maybe bourbon) ... well anyway something better than when we got it ... Because a new frame or facial for an old idea may be worth more than a new idea!



EINSON-FREEMAN CO. INC.

Corn Refiners & Lithographers

STARR & BORDEN AVES. • LONG ISLAND CITY, N. Y. • with offices in Chicago, Cleveland, Cincinnati, St. Louis, Minneapolis, Atlanta, Dallas, Los Angeles, San Francisco.

*"Blindman's
Buff"
O.K. in the
Parlor -*



N.G. at the point of sale!

Today's shopper wants to see what kind, what color, how big, how many, how clean, how fresh. All these signposts of value are important to her. They help a product ring up those impulse sales shown in a recent super-market survey to represent 38 per cent of all purchases.

Throughout the country alert re-

tailers are finding that visibility makes a product its own best salesman . . . tells the shopper what she wants to know. That's why so many stores give Cellophane-packaged products the preferred display spots. E. I. du Pont de Nemours & Co. (Inc.), Cellophane Division, Wilmington 98, Delaware.

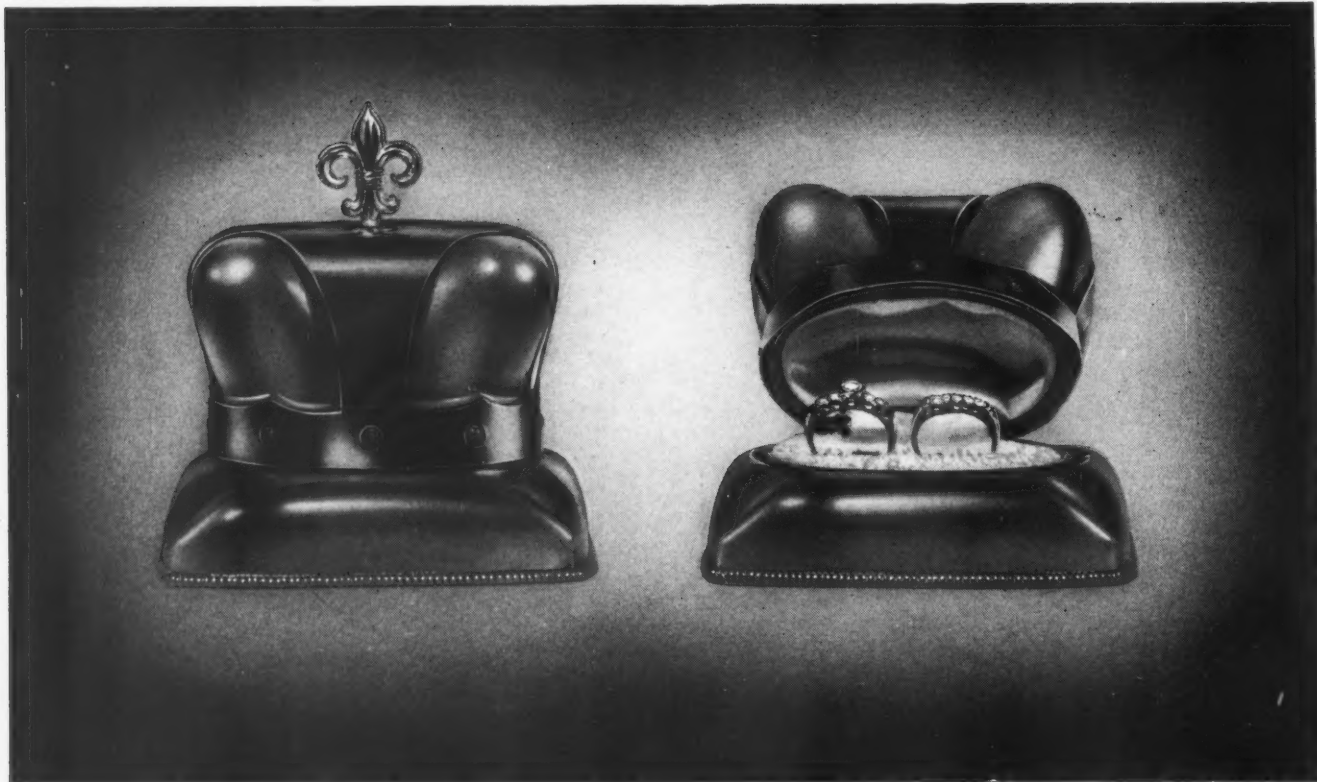
DuPont Cellophane

Shows what it Protects—at Low Cost



BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

AMERICA'S #1 SOURCE FOR PLASTIC CONTAINERS



The Coronation Diamonds Crown Case (Patent Pending)

Another Celluplastic Achievement!

**AN EXAMPLE OF CELLUPLASTIC SKILL IN MODERN PACKAGING.
CELLUPLASTIC MAKES EVERY TYPE OF PLASTIC CONTAINER**

Product of Celluplastic versatility and ingenuity, this exquisite ring box has just been designed, engineered and molded for Coronation Diamonds. In producing this case, Celluplastic scores again in the field of modern packaging, and adds once more to its reputation as "America's #1 Source for Plastic Containers."

Whatever your packaging problem may be—whatever type of plastic container you have in mind—Celluplastic can satisfy your most exacting requirements. Celluplastic makes containers which are flexible or rigid, long or short, round or square—in any shape—in accordance with any design. Celluplastic containers are

seamless—shatterproof— $\frac{1}{8}$ the weight of glass—available in any color, transparent or opaque—label imprinted during manufacture—shipped without need for bulky packing material, and without breakage.

Pioneers in plastics since 1919, Celluplastic owns and operates one of the world's finest plastics plants. Consult Celluplastic today.



CUSTOM INJECTION AND EXTRUSION MOLDING

Celluplastic Corporation

50 AVENUE L, NEWARK 5, N. J.

PLASTIC
CONTAINERS
EXTRUSION
AND INJECTION
MOLDING

New York office: Rockefeller Center, 630 Fifth Ave., Circle 6-2425 • West Coast: Container Service Co., 1266 Northwestern Ave. Los Angeles 27, Cal. • New England: Allen-Nelson Co., 603 Boylston St., Boston 15, Mass.

Problem:

Combining this film roll, mailing bag and advertising stuffer into a single unit, for distribution to selected outlets, without changing the standard film box.



Solution:

A 4" strip of "Scotch" Tape created this neat, interesting package that's easy to assemble and stacks well.



This time-and-money-saving packaging job shows how "Scotch" Tape is solving tough packaging problems for manufacturers everywhere. How to package merchandise combinations, premium deals, etc., has always been a headache to mass producers. "Scotch" Tape offers a sim-

ple, neat way to keep any combination of articles together permanently.

In addition, crystal-clear "Scotch" Tape doesn't mask or detract from the package—lettering and colors remain plainly visible.

Maybe you have a packaging problem we can help you with. Just write to R. C. MacFarland, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., giving necessary details, and we'll go right to work for you.

REG. U. S. PAT. OFF.
SCOTCH *Cellulose* **TAPE**
BRAND

SEALS WITHOUT MOISTENING

TRANSPARENT AS GLASS

ANOTHER



PRODUCT

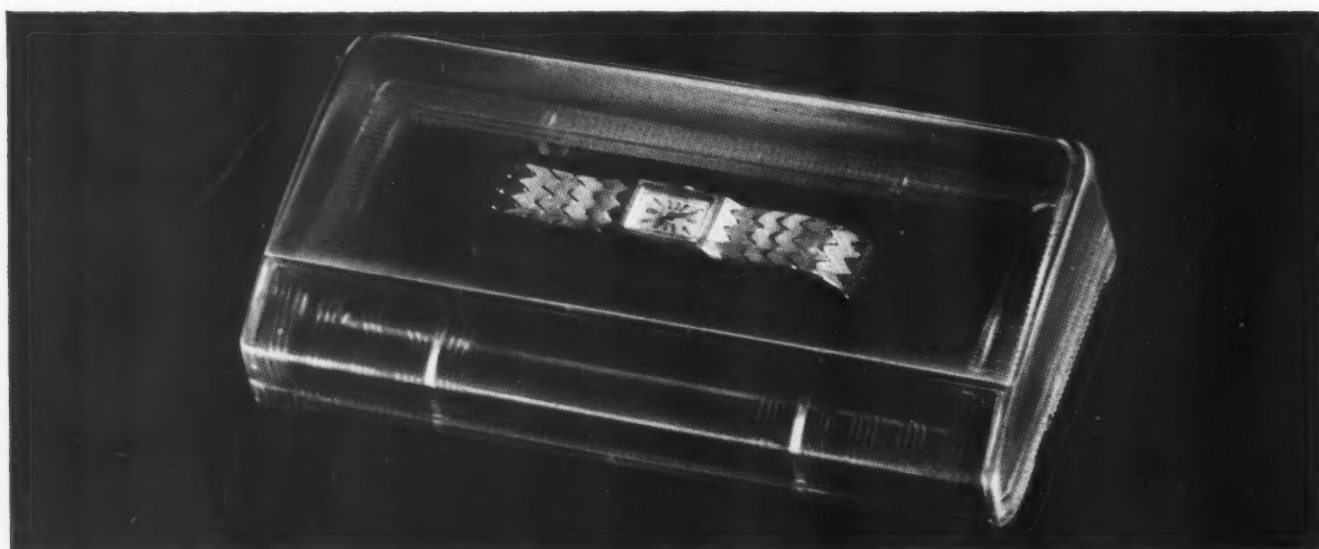
Made in U.S.A. by **MINNESOTA MINING & MFG. CO.** Saint Paul 6, Minnesota

"Scotch" is the registered trademark for the tapes made by the 3M Company.

Also makers of "3M" Brand abrasives, adhesives, and a wide variety of other products for home and industry.



Watches are Fast Items
...when BAKELITE Styrene speeds the sale!



Packages by Standard Novelty Company

Another package line turns to BAKELITE Styrene Plastic!

This time it's a group of display packages for watches, used in department stores and jewelry stores throughout the country not only to protect the merchandise but to cajole the customer's eye.

This remarkable plastic material does both jobs with conspicuous success! It is rigid, strong, able to "take it" in shipping, able to withstand storage without a sign of age. It has a high gloss, comes in virtually any color, any shade you may desire—vivid solid hues or pastels—or crystal clear. Above all, BAKELITE Styrene Plastic is an *inexpensive* material, and easy to mold by standard methods. It is equally suitable for closures, packages, displays, signs—any task in the packaging and merchandising field where light weight, color, and low cost are advantageous.

Find out how you can use BAKELITE Styrene Plastics to your fullest benefit! Write Department 62 for further information on application of these materials to product and package styling.



TRADE-MARKS

BAKELITE

Styrene
PLASTICS

BAKELITE CORPORATION, Unit of Union Carbide and Carbon Corporation UCC 30 East 42nd Street, New York 17, N. Y.

The NEW RODGERS FILLER

7 Machines sold for filling
various cake and
biscuit mixes

*Another outstanding example
of the versatility of the
Rodgers filler.*

Cut down costly production time with high speed filling. The new Rodgers Filler accurately fills all types of rigid or flexible containers with Crystalline, pulverized, granular, powder or paste materials.

AUTOMATIC OPERATING FEATURES—

Both package fill time and transfer time are automatically controlled. Settings to maintain these intervals are independently adjusted by 2 dials. No foot pedal is needed.

Adjustment from $\frac{1}{3}$ oz. to 10 lbs. in just a few minutes.

SMOOTH OPERATION . . . no slippage assured by friction-free, over-running clutch.

LOW MAINTENANCE COSTS—All mechanical units are self-contained . . . sealed ball-bearings eliminate clogging.

*Send us a sample of your product.
After a practical run on the Rodgers
Filler we will give you specific in-
formation.*

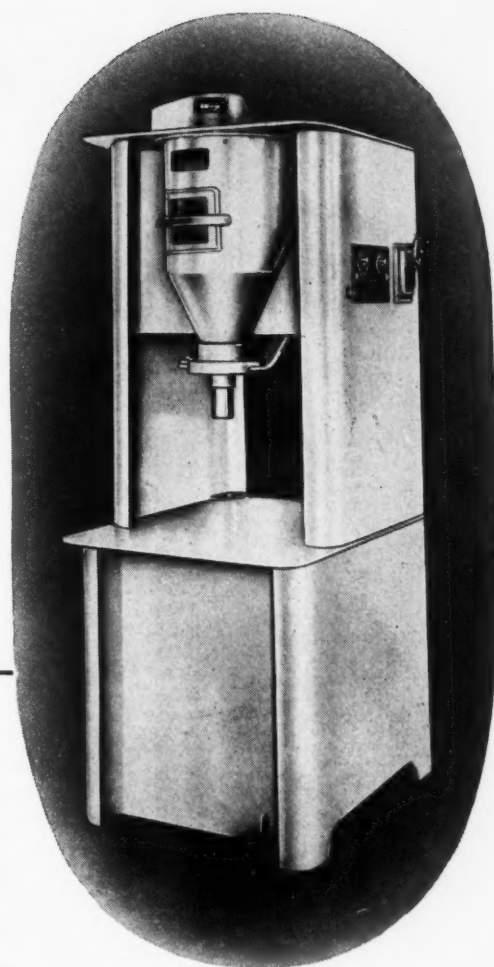


GEORGE G. RODGERS COMPANY, Inc.

225 West 34th St.

BRyant 9-2040

New York 1, N. Y.



SEE OUR EXHIBIT

Booth 679

TWENTY-FIRST
EXPOSITION
CHEMICAL
INDUSTRIES

GRAND CENTRAL PALACE
New York, N. Y.
December First to Sixth

US

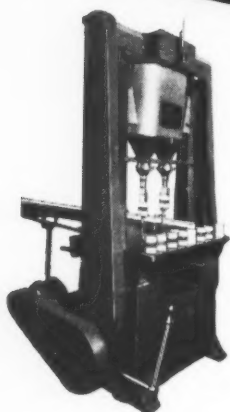
Manufactures Machines For

NET WEIGHING
GROSS WEIGHING
PACKING
PACKAGE
FORMING & FILLING
CARTONING
CARTON SEALING
CARTON LINING
CARTON WRAPPING
PAPER BOX FORMING
PAPER BOX COLLAPSING



... they chose

US



Model MH "BOND"
Semi-Automatic
TWIN STATION
FILLING MACHINE

The makers of the products illustrated, old-timers in the powder-packing field, chose the Model MH Bond Semi-Automatic Twin Station Filling Machine several years ago. Today they are still enthused with its versatility in handling varying-sized containers and widely different materials, with its speed and accuracy in filling cans, jars, cartons and shallow boxes. It is the ideal machine to volume-fill, gross-weigh or pack talcum powder, face powder and other types of cosmetic powders, as well as dry pharmaceuticals, ground spices, cocoa, flour and other fine powdered materials. What's more, with the MH Bond a single operator can fill up to 40 containers per minute with the closest accuracy. If you package cosmetics, drugs, chemicals, in fact powders of any kind in any type of container, it will pay you to get in touch with **US**.



Send U.S. details on your packaging problems—we have the machines and engineering background to solve them.

US

Automatic Box Machinery Co. Inc.

Owning and Operating

NATIONAL PACKAGING MACHINERY CO. • CARTONING MACHINERY CORP.

18 ARBORETUM ROAD, ROSLINDALE, BOSTON 31, MASS.

Branch Offices: NEW YORK CLEVELAND CHICAGO
LOS ANGELES (KRUGH EQUIPMENT & SUPPLY CO.)

PURE
TASTELESS
ODORLESS



VisQueen



POLYMERIZED
ETHYLENE
FILM

Packaging Check-Chart

CHECK THESE ADVANTAGES AGAINST
ANY PRODUCTS YOU ARE NOW USING

Flexible at extremely low temperatures	✓
Waterproof	✓
Low moisture vapor transmission	✓
Non-adhesive	✓
Chemically inert—no plasticizer	✓
Sealable with heat	✓
Economical	✓
Non-toxic	✓
Tasteless—odorless	✓
Variety of thicknesses—from very thin to very thick	✓
Low specific gravity	✓
Non-susceptible to humidity changes	✓
Made in clear seamless tubing or sheeting in specified widths	✓

Pure Tasteless Odorless



VisQueen

...when you want ALL these features—specify

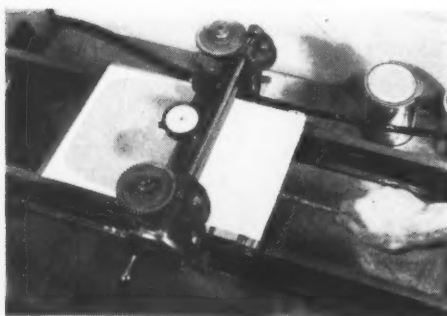
For complete information write Box 1416-C,

VERBING CORPORATION, Preston Division, Terre Haute, Indiana

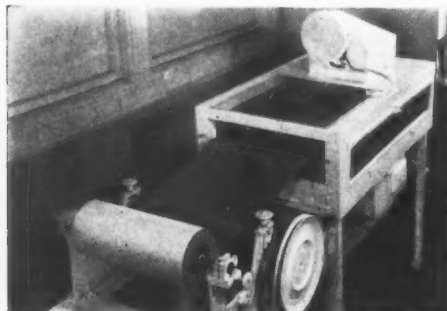
© U.S. Trade Mark Reg. Applied For



Commercial die and threading machines being used to test a coating to determine its ability to withstand the severe strain of fabrication.



Precision coating of paper with controlled film thickness is tested on this Martinson coater in the Watson-Standard laboratories.



Paper being coated in the Watson-Standard laboratories on a small production paper coater and oven unit. The oven can provide a controlled temperature range up to 375°F., providing bakes of five to 90 seconds.



This Hunter reflectometer is used in the Watson-Standard laboratories to determine accurately the amounts of reflection and refraction of Watson-Standard coatings. It is also used for accurate color matching, utilizing a spectrum technique.

Watson-Standard

COATINGS

FOR PAPER, FOIL AND METAL

VYNCOTE This series of vinyl plastics in solution forms a surface film which retains all the characteristics of solid plastics. Resistant to water, grease, oil, chemicals and heat, Vyncote is adaptable to any baking cycle, seconds or hours. It is inert, non-toxic and tasteless. Available in colors or water-clear; compounded to individual requirements.

PHENCOTE The Phencote series is a true thermo-setting plastic, converted by heat to an insoluble, flexible film. It is highly resistant to acids, mild alkalis, oils, greases, solvents and most chemicals, and contains no oil modifiers or plasticizers. Ideal for products requiring finishing before fabrication. Available in colors or water-clear.

HIGH SOLID VINYL This series is an extremely versatile group of industrial coatings which combine the resistance of Vinylite plastics with the adhesion, depth, gloss and workability of synthetics. These coatings are prescription compounded and can be applied with any method of metal product finishing, either before or after fabrication. They can be used with any metal, ferrous or non-ferrous and are adaptable to baking. They produce brilliant finishes which have outstanding durability on either interior or exterior surfaces. Available in colors or water-clear.

VYNCOTE ORGANOSOLS Vyncote Organosols make up one of the most versatile groups of technical coatings available. Prescription compounded and supplied in brilliant colors or water-clear, these coatings produce a high gloss surface which is free from cracks and creases. They are chemically inert, non-toxic, tasteless and may be heat sealed. Highly resistant to water, grease, oil, chemicals and heat. Available in colors or water-clear.

PLIPHANE This is a high-gloss vinyl decorative and functional coating which is capable of replacing cellulose acetate laminates. It provides excellent adhesion to all kinds of inks and is adaptable to any conventional method of paper coating. Pliphane possesses a high degree of resistance to chemicals, flame and alcohol. It is recommended for use on cosmetic containers, beer or whiskey labels, magazine covers, display cards and all similar applications.

JETCOTE Watson-Standard's superior, post-war black finish for the container and closure industry. It can be applied by dip, spray or lithographing and produces a fine patterned, durable finish.

WET PRINT VARNISH This is an improved synthetic finishing varnish which prints wet over the heaviest inks and dries quickly to a clear, non-yellowing, non-staining, high gloss finish. The finish is flexible and will withstand water or steam treatment without signs of blistering or blushing. Recommended for high quality printing and lithographing.

Rx ALUMINUM Compounded from a large variety of plastics and synthetic type vehicles, Rx Aluminum coatings give an outstandingly brilliant aluminum finish to metals and papers. They are capable of fulfilling all requirements for this type finish.

THE WATSON-STANDARD CO.

Manufacturers of PAINTS • VARNISHES
INDUSTRIAL FINISHES AND LITHOGRAPH COATINGS
FACTORY AND GENERAL OFFICES: PITTSBURGH, PA.
WAREHOUSES: BOSTON, BUFFALO, DETROIT, NEW YORK

TOUGH JOB HEADQUARTERS
Rx Prescription Finishes

Give us your coating problem. We guarantee you an answer based on your conditions and not just a standardized formula.

WHATEVER YOU MAKE **A CENTRAL STATES PAPER BAG** **WILL HELP PROTECT AND SELL IT**

WHAT DO YOU PACKAGE?	PRIMARY REQUIREMENTS FOR YOUR BAGS					
	ADVERTISING VALUE	STRENGTH	ECONOMY	EYE APPEAL	WATER RESISTANCE	UNUSUAL SIZE
FOODS	✓	✓	✓	✓		
WEARING APPAREL	✓	✓	✓	✓		
CANDY	✓	✓	✓	✓		
DRUGS	✓		✓			
COSMETICS	✓		✓	✓		
FURNITURE		✓	✓	✓	✓	✓
HARDWARE	✓	✓	✓			✓
BUILDING SUPPLIES		✓	✓			

Central States' engineering and many exclusive processes can produce paper bags to meet all your requirements. A sample bag, protective wrapper or liner will be made to fit your needs.



Central States Paper & Bag Co.

5221 NATURAL BRIDGE • ST. LOUIS 15, MISSOURI

PRODUCERS OF PLAIN AND PRINTED PAPER BAGS, WRAPPERS, LINERS, PAPER ACCESSORIES AND SHOWBOXES

CHICAGO

520 N. MICHIGAN AVENUE

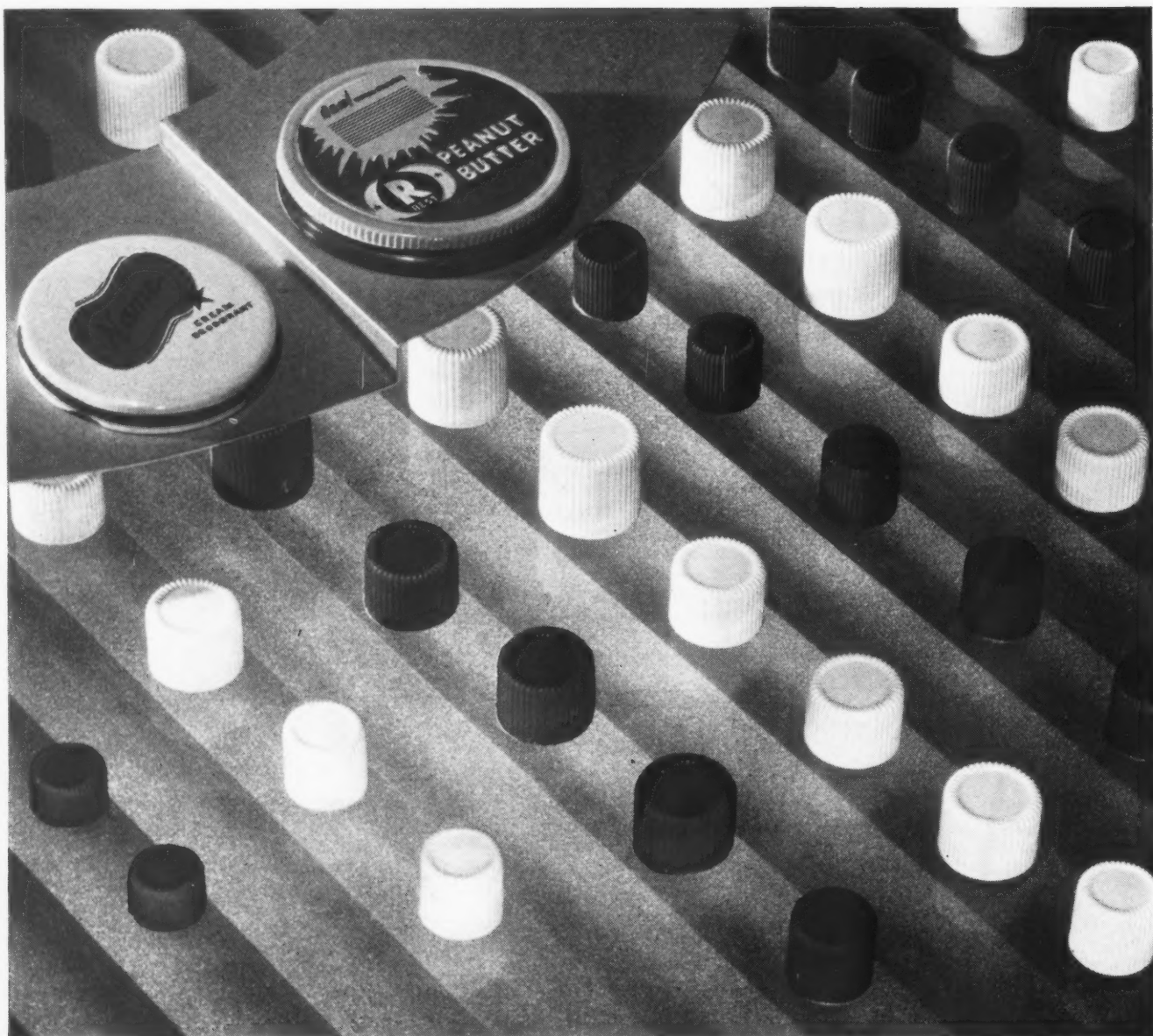
NEW YORK

342 MADISON AVENUE

DETROIT

1951 EAST FERRY STREET

NOVEMBER 1947



Lithographed metal closures spotlight your name, trade mark, or slogan. Dainty, precision-molded Empress line closures add extra appeal to smart drug and cosmetic packages.

Complete your package design . . . with closures that help you SELL

IN THESE DAYS of aggressive merchandising, a closure must do more than protect the contents of its package. It must be smartly styled to add extra appeal to package design—attract new customers—keep old ones sold.

Colorful Empress line closures fill this double requirement of beauty *plus* utility. These exquisitely dainty and modern *plastic* closures are available in a wide range of sizes and colors. Among them you are sure to find one

that is exactly right for *your* cosmetic or drug package.

To have the exactly right *metal closure* for your package, emphasize your brand identity *in color* with a specially designed lithograph. You buy advertising space as well as product protection when you invest in Owens-Illinois metal closures.

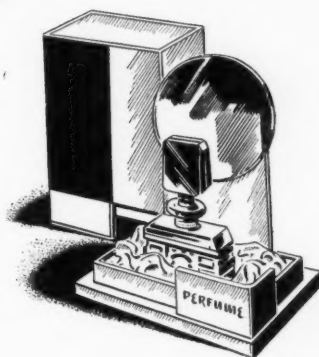
Whatever your closure needs may be . . . *metal or molded plastic* . . . call on Owens-Illinois. We can fill your order NOW.

CLOSURE DIVISION
OWENS-ILLINOIS GLASS COMPANY

TOLEDO 1, OHIO • BRANCHES IN PRINCIPAL CITIES

THE BETTER THE PRODUCT THE MORE IMPORTANT THE PACKAGE

IDEAFUL



PACKAGING

wins great sales battles!

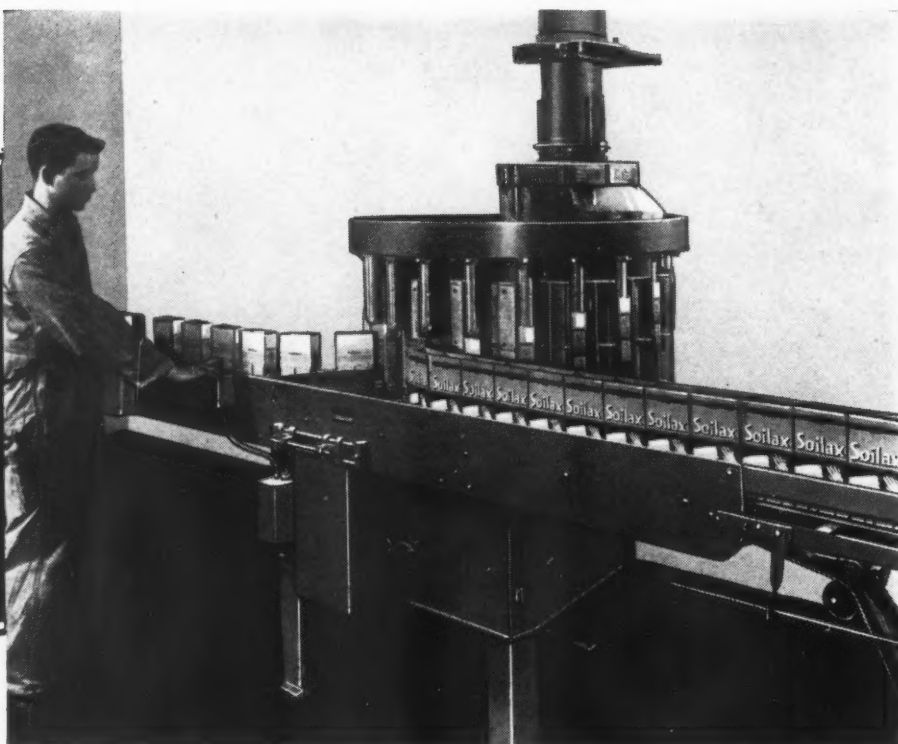
In this day of technological efficiency and scientific development, competing products are sometimes quite similar. Ideaful packaging, such as ACME specializes in, can often achieve that extra appeal for a product, that gives it quick preference with eye-impressionable buyers.

INTRIGUING SET-UP BOXES
CREATIVE FOLDING CARTONS
UNUSUAL MERCHANDISE
COUNTER DISPLAYS
SPECIALIZED PACKAGING
TRANSPARENT PACKAGING

ACME PAPER BOX COMPANY
STATE AT SIXTIETH ST., CHICAGO 21, ILL. *designers • creators • manufacturers*

**NOW
AVAILABLE—**

to Fill Bottom-
Sealed Cartons,
Round, Rectangular
and Square Cans,
Jars, Canisters --
accurately.



PACKOMATIC Telescoping Volumetric Filler as designed for filling rectangular containers.

AVOID WASTE and ANNOYING DUST with PACKOMATIC'S NEW TELESCOPING FILLER.

TYPICAL PACKOMATIC PACKAGING EQUIPMENT

Paper Shipping Case Sealers.
Case Imprinters.
Case Dating and Coding Devices.

Carton Gluers and Sealers.
Carton Making Machines.
Automatic Carton Formers and Feeders.
Auger Packers and Weighers.

Net Weight Scales.

Paper Can Tube Cutters, Gluers, Shrinkers,
Cappers and Setup Conveyors.

• • •

In addition to a wide range of standard and semi-standard packaging equipment, PACKOMATIC is also a dependable source for specialized packaging counsel, design, construction and installation, where unusual carton filling—or shipping case handling—situations present themselves.

DESIGNED and built for various container types—and adjustable—convertible to a wide range of carton sizes—PACKOMATIC'S production-famed Telescoping Volumetric Filler is now available for use with high speed PACKOMATIC automatic combined Top and Bottom gluing and sealing equipment, as well as gluing and sealing equipment of other makes.

Just as simple in construction and operation as it looks to be—just as effective a package filler as it is simple—PACKOMATIC'S Telescoping Volumetric Filler is designed for packaging cleansers, bowl cleaners, soot removers, coffee, coffee concentrates, baking powder, soap powder, flour, etc.

PACKOMATIC'S Telescoping Filler is also used in conjunction with other PACKOMATIC units in PACKOMATIC'S new production line for the complete handling of pre-frozen peas, beans, cut fruits and vegetables.

With the PACKOMATIC Telescoping Filler, containers are raised onto the filling tubes, then lowered in one smooth and continuous operation, avoiding waste and annoying dust. PACKOMATIC'S Telescoping Volumetric Filler operates at speeds up to 100 packages a minute and can be built on special order for even higher speeds. Unit requires minimum of floor space—minimum of servicing and maintenance. It is precision designed and sturdily built.

PACKOMATIC'S Telescoping Volumetric Filler is one of many PACKOMATIC units designed to speed your products to market. Consult Classified Telephone Directory for the PACKOMATIC office nearest you—or write Joliet.

PACKOMATIC
PACKAGING MACHINERY
J.L. FERGUSON CO., JOLIET, ILL.

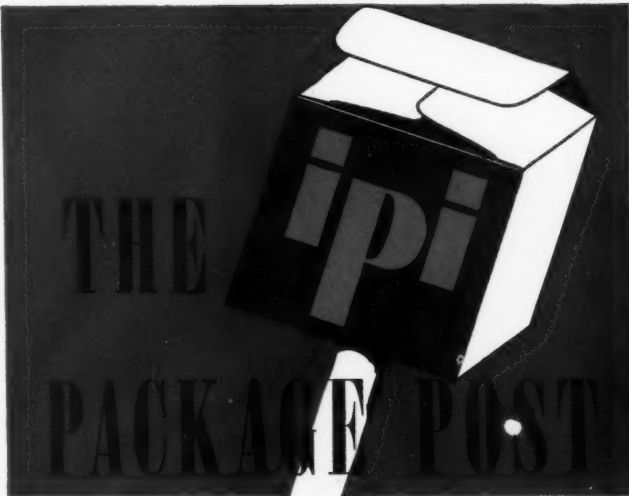
Chicago • New York • Boston • Philadelphia • Baltimore • Cleveland • Denver • San Francisco • Los Angeles
Seattle • Portland • Tampa • Dallas • New Orleans

**Don't Stand This Dummy
in a Corner Too Long!**



That dummy of your new package is one dummy you shouldn't stand in a corner too long before you show it to your printer. It pays to give your printer ample time to consult his ink maker. When the ink maker is brought into the picture early, he can aid in the selection of colors that are practical as well as beautiful.

Many leading package printers make a practise of consulting us early. You, too, will find that it pays.



**"Fast Drying" a Problem?
Not If You Know Your 3V's**



Solving a problem in faster printing is often a matter of knowing your 3V's as well as you once knew your 3R's. The 3 V's are Vaporin, Vaposet, and Vapolith—IPI's three instant-setting inks—Vaporin for heat-set printing of bags and labels, Vaposet for moisture-set printing of food wrappers and corrugated board, and Vapolith for heat-set lithographing of labels. All these inks set in a split second; one of them can solve your "fast drying" problem.

INTERNATIONAL PRINTING INK • EMPIRE STATE BUILDING, NEW YORK 1, N. Y. • VOL. 47, NO. 3

**"E-NEE, ME-NEE, MI-NEE, MOE"
PICK A COLOR THAT WAY? "NO!"**

Every packaging authority knows you can't pick package colors by the "E-nee, me-nee, mi-nee, moe" process.

One reason—the different degrees of popularity, visibility, and legibility of different colors and color combinations.



Another reason is the limitations imposed by specifications which printing inks must meet, such as light-fastness and deteriorant-resistance. The more special requirements the inks must meet, the smaller the choice of colors is likely to be. This choice is being steadily widened by the technical skill and ingenuity of the ink chemist. Today, inks are available to meet almost any reasonable set of specifications.

**PACKAGE PRINTERS FIND MANY USES FOR IPI
GEMTONE* INKS; COLORS DRY FAST, SPARKLE!**

**Developed for Sheet-Fed
Presses. Dry on Top of
Sheet Without Heat**

It is sometimes amazing to see what happens to a new ink once you've introduced it to the trade, and the American pressman with his American ingenuity starts finding new uses for it.

For instance, look at what happened to our new Gemtone inks.

These are inks which set and dry on top of the sheet! Without heat! They virtually eliminate dryback. They save hours drying time between press runs. And when one color is printed on top of another, they acquire a brilliance akin to a sparkle!

We developed these inks to improve and speed-up four-color process work on sheet-fed presses.

However, no sooner had word got around that IPI had a new ink that dried on top of the sheet, than an alert pack-

age printer experimented with it on a folding box—with great success.

Another package printer tried them on some colored labels; then joined the growing list of Gemtone's friends.

A third printer achieved beautiful results on match folders.



To top it all, still another printer tried them on corrugated board, and reported they worked fine! He got good mileage, too, because little ink was lost in penetration.

You, too, may find IPI Gemtone inks the way to get

stronger colors, sharper printing, and faster drying on package stocks. Gemtone inks need only a short exposure to air in the delivery of sheets to make them workable for most package printing operations.

We have prepared a folder containing specimens of IPI Gemtone printing. Write for one of them. *Trade mark

**SHARP PRINT FEATURE
OF IPI ANILOX INKS**

IPI Anilox inks are 100 per cent pigmented inks for aniline and aniline-type presses.

Anilox inks print sharp, eliminate slip sheeting, and have a high degree of light-fastness on patent coated papers, board, acetate, foil, and highly plasticized cellophane. They are also workable on plastic sheeting.

IPI pioneered the Anilox method of ink distribution which effected control of the ink film, more uniform color, and sharper printing.

YOU CAN TAKE THIS "ENCYCLOPEDIA" WITH YOU!



Yes, you can carry your package ink facts with you when you own one of our informative little guides to printing inks for packaging. See illustration. Although this handy little guide will fit in your vest pocket without straining a stitch, it is so chock-

full of information that one packaging man dubbed it his "vest pocket encyclopedia." You, too, will find its 1,437 words on every phase of printing inks for packaging really helpful. Copies of this little booklet are free. Write for your copy.



PRETTY AS A PICTURE—VAPOSET INKS, TOO, SET IN MOISTURE!

Yes, IPI Vaposet inks do set beautifully in the presence of moisture. It's split-second setting, too—now it's wet... now it's set! For instance, the moisture in wet corrugated board sets Vaposet inks instantly, speeds up overall production tremendously. Vaposet inks are also odor-free—perfect for many food wrappers and packages. Write for more information.





... and it's "Sales-Packaged" in an **Arnrus** PLASTIC CASE

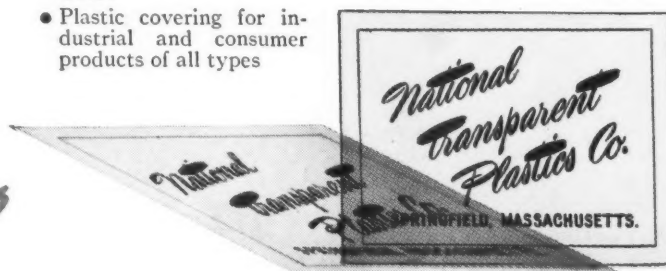
By air, by train, American business men travel farther and faster these days. That's why McKesson & Robbins is "traveling ahead" with TAWN . . . a unique and sales-compelling travel kit . . . "sales-packaged" in waterproof Vinyl plastic film by **Arnrus**.

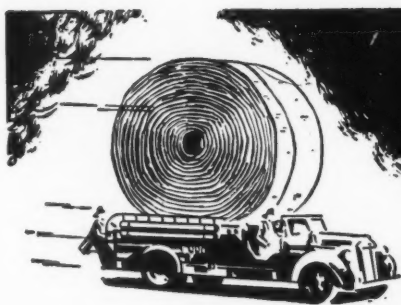
Compact, sturdy, luxurious and satin-smooth — yet thoroughly economical — "sales-packaging" by **Arnrus** helps products to "travel ahead" in today's competitive markets. **Arnrus** "sales-packages" are expressly tailored to fit!

If your product is adaptable to "sales-packaging," write for further information. Better still, send us a sample of your product . . . we'll design a sales-compelling unit that's ready for market.

- Transparent acetate boxes
- "Sales-Packaged" Plastic Cases
- Plastic covering for industrial and consumer products of all types

IT'S RIGHT - IF IT'S **Arnrus**





HOTTEST THING in PACKAGING

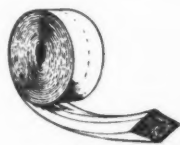


Corroflex TUBE-TAINER*

is the sure-fire way of putting down rising shipping costs. The revolutionary new Corroflex TUBE-TAINER really cuts packaging costs to a minimum and eliminates time-consuming steps of packaging and wrapping.

Now, for the first time, you can buy cushioned shipping containers in continuous rolls.

The new Corroflex TUBE-TAINER has the flexible cushion and sturdy outer covering which are famous for their money-saving advantages. You save in many ways with Corroflex TUBE-TAINER — save time through fewer and simpler packaging operations — save material through a closer-fitting container which eliminates dunnage — save shipping costs.



Corroflex TUBE-TAINER*

both cushions and covers — provides an almost endless range of container sizes in a single roll. You simply cut off the length you want from a stock roll, slide your product in, tape, staple, or tie, and off it goes — *protection plus* and at what a saving!

Try Corroflex TUBE-TAINER in your own Shipping Department and see for yourself how this revolutionary new idea in packaging can save time, material, and shipping costs. Write for the free trial kit and photographic illustrations of short cuts in packing with Corroflex TUBE-TAINER.

*Patent applied for in U. S. and foreign countries • T. M. Reg. U. S. Pat. Off.

Sherman

PAPER PRODUCTS CORPORATION
Newton Upper Falls 64, Mass.

LOS ANGELES

NEW YORK

CHICAGO

NOVEMBER 1947



NOW! Please send me the
TUBE-TAINER Free Trial
Kit containing an as-
sortment of 4 stock sizes and photo-
graphic bulletin.

Sherman Paper Products Corporation
Dept. S-3
Newton Upper Falls 64, Mass.

Name

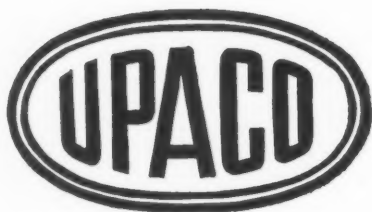
Address

City State

m 192

a new mark in achievement by **UPACO** research

■ *Announcing a new development in adhesives for window carton fabrication . . . M-192 . . . with improved aging qualities and with the widest range of any adhesive we have ever manufactured for adhering various types of surfaces.*



M-192 is designed for application on all window carton machines, and is currently used successfully on all types of cellophanes, cellulose acetates and pliofilm in conjunction with news, chip, sulphite, and line boards. No longer is it necessary to change adhesives when you change films.

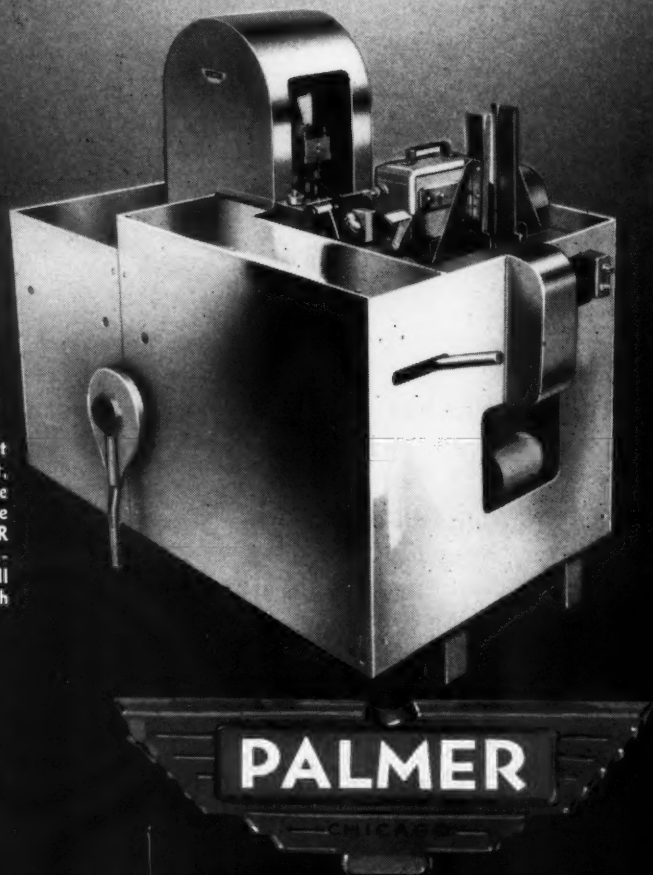
We welcome inquiries. A letter outlining your requirements and problems will receive our prompt attention.

THE UNION PASTE COMPANY
 1605 HYDE PARK AVENUE HYDE PARK, MASSACHUSETTS
 QUALITY ADHESIVES SINCE 1866

You can Drive Your Packaging Costs Down with the Higher Speed and Efficiency of this PALMER Carton Set-up Machine!

If you are confronted with a steadily narrowing margin between profit and loss in your business, even with growing volume—and what manufacturer isn't—you are doing something about cutting costs, about speeding up production in every department This highly specialized machine will do just that in your packaging department, where profit or loss is definitely a question of speed and efficiency . . .

Every minute it will set up 155 glued cartons in some sizes, with turned over side flaps or attached covers, or a combination It is engineered for high speed volume production—for cutting costs, and it is a standard machine ready to be set up and geared to your specific needs. We invite your request for facts and figures on its capacity to save for you.



It is probable that the cost of packaging your product, no matter what it is, can be substantially reduced by the application of PALMER methods and PALMER machinery. Our engineers will be glad to discuss it with you.

PALMER Machines are widely used in every field where high speed production of containers possessing a quality consistent to that of the product is a vital factor in the cost and distribution of that product.

FRANK D. PALMER, Inc.

528 North Western Avenue, CHICAGO 12, ILLINOIS

PACKAGING MACHINE MANUFACTURERS

SINUS MASK

made possible by American Anode's Process and Latex

Does it suggest
a new—and profitable—
product you might
make from latex?



THE problem: To produce a mask that was soft and flexible to conform to the contours of the face and head—that was light yet tough and strong—that was unaffected by heat and water—that applied the heat evenly over the entire surface affected.

The answer: A face-fitting sinus mask in which the heated water is distributed evenly despite irregular contours. The unique design is based on a series of reinforcing interior partitions which prevent bulging or collapsing. This mask is just one item in a whole new related line made possible only by Anode's process and materials.

Results: relief for sufferers and a new and profitable merchandising opportunity for the seller.

Do you have an idea for a new product—or for improving an old one? American Anode development men will welcome the opportunity to consult with you about the possibilities in latex.

Rubber toys—industrial adhesives—surgical catheters—paper impregnants—meteorological balloons—metal coatings. These few uses show the broad range of possibilities for American Anode latices and mixes.

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NATIONAL CAN PROTECTS QUALITY

no. 10 in a series



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Philadelphia Round Containers are designed to influence an UPWARD CURVE in your sales chart.

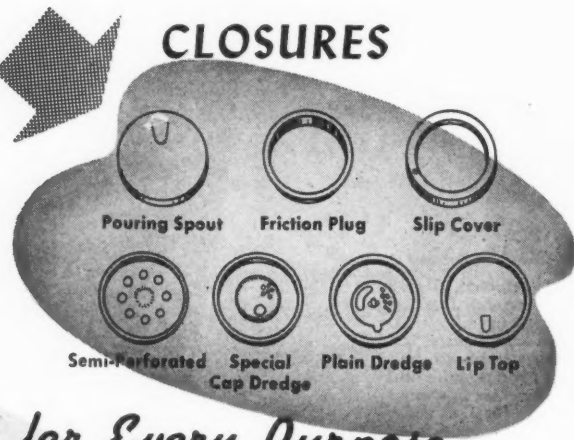
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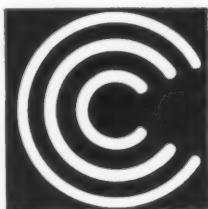


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It will pay you to join the many leaders of industry who have discovered that it is profitable to insist on "packages by Gaylord."

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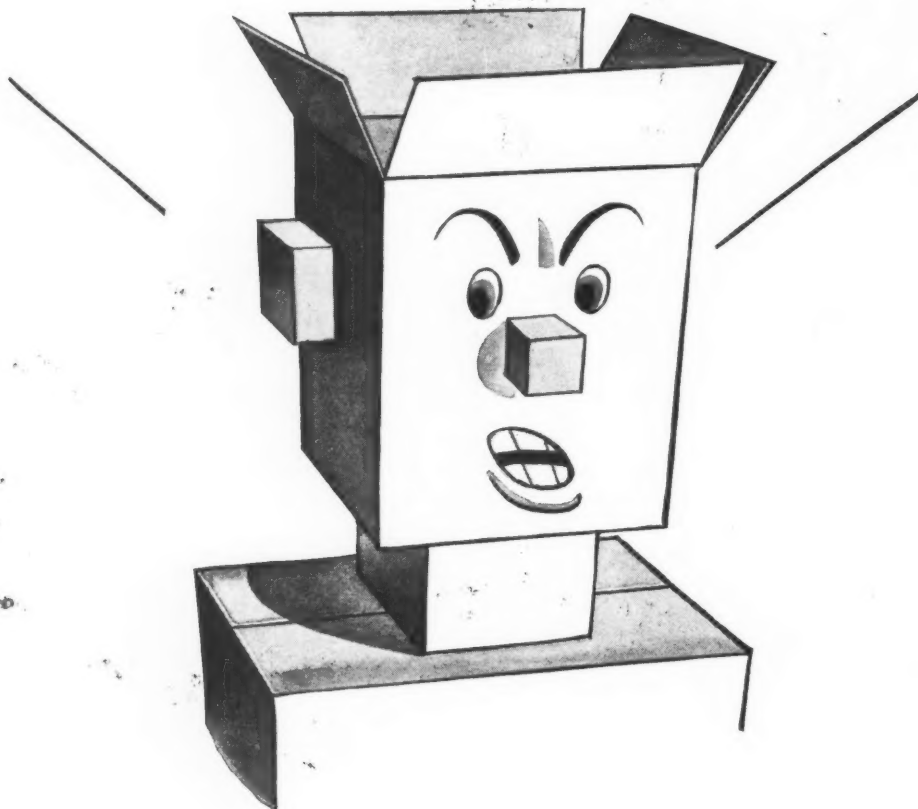
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134

87

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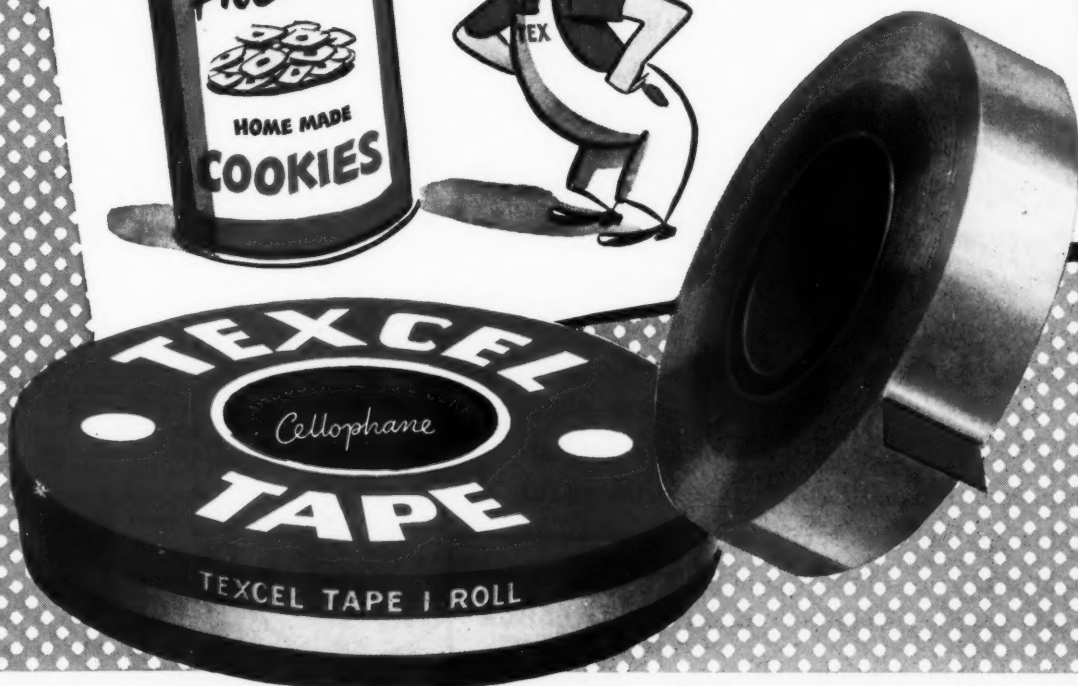
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Modern PACKAGING

VOLUME 21

NUMBER 3

NOVEMBER 1947



1. These compounded remedies have long been known under the Rexall name, but packages have now been modernized to incorporate new trademark logotype (illustrated below in color) and to provide visibility, legibility and shelf appeal essential to modern drug store merchandising.



ALL REXALL

Fourteen package designers were employed on this biggest of all drug programs, covering 5,000 products in 10,600 stores

We will challenge the appearance of every item of packaged merchandise we manufacture or distribute." This was the sweeping objective of Rexall Drug's young president, Justin Dart, which four years ago put in motion probably the largest re-packaging program ever undertaken in the drug industry.

Now nearing completion, the program covers the re-packaging of approximately 5,000 Rexall products sold in 10,000 independent drug stores operating under Rexall franchise and serving 25% of all drug store customers and the 600 Rexall-owned drug stores in the United States and Canada. The latter group includes all of the Liggett stores in the East, the Middle West and in Canada; the Owl and Sontag stores in the Far West, the Renfro stores in Fort Worth, Tex., the

Lane stores in the South and the Bay stores in Florida.

This re-packaging program began with a survey which revealed that almost everyone connects the word Rexall with drugs. The name, signifying "king of them all," was originated for Louis K. Liggett, a Detroit drug salesman who in 1902 got 40 leading druggists to invest \$4,000 apiece in a drug company to produce drugs more cheaply under this trade name.

One of Mr. Dart's first acts as president in 1943 was to simplify the complex corporate structure of Rexall's predecessor, the United Drug Co., and later to change

the corporate name to the Rexall Drug Co. His next move was to emphasize the Rexall identity of all of the company-owned stores, as well as the 10,000 independent stores in the Rexall family. This improved identi-



2. Puretest is a Rexall trade name for a wide line of standard household drugs. Note how new packages subordinate Puretest name to the Rexall logo.

3. Improvement is very apparent in this close-up picture of old and new aspirin packages. Color scheme is blue and white.



fication meant a uniform exterior color scheme—orange and blue, a combination of the traditional colors of the Owl and Liggett stores—and a uniform logotype for the word Rexall.

Third step in the program was the determination to see that all the resources, experience and mass purchasing power of all Rexall facilities were offered to independent Rexall dealers on the same basis as to Rexall-owned stores—a plan the company has called "Opportunity Unlimited." The philosophy of this plan is that "the druggist's basic answer to competition is the super drug store, modernized and designed to make shopping simple and interesting by featuring departmentation and easy selection of merchandise."

On top of this was the inauguration, about three years ago, of the first national advertising campaign in the history of any drug chain with a strong voice speaking for Rexall and Rexallites over the radio, in national magazines and professional journals.

The logical final step then was to put the new Rexall logotype on all packages. Such a packaging program further inspired redesign combining improved features of compelling shelf display, customer appeal and func-

tional efficiency. The challenge came when the company was devoting its productive facilities to war contracts and when management, in the absence of normal market problems, was free to make long-range plans for new packages replacing wartime substitutes.

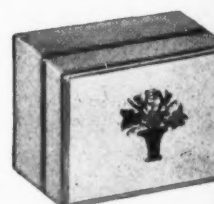
"Because the public has so generally accepted the word Rexall as the 'buy-word' for our drugs and various products," said Thomas H. Lane, director of sales promotion and advertising, "the object of the re-packaging program is not solely to feature the name Rexall, but to give the added punch and sales power to all other points of the development program."

The packaging program covers items ranging from pharmaceuticals to nylon hosiery, drugs to chocolates, sick-room supplies to cosmetics. It is a Rexall policy not to limit the variety of articles that can be sold in a drug store, so long as they can be departmentalized to make shopping easy.

Such practice may well be an effective means of retaining drug store traffic threatened by merchandising trends in other retail outlets, such as food, variety and department stores which are expanding their scope to drugs and toiletries.

Roland L. Baum, Rexall's art director, was placed in charge of the company-wide re-packaging program. He instituted an item-by-item study in consultation with merchandising and production representatives. This covered not only retail and consumer fact-finding investigations in the Rexall and Rexallite stores, but close cooperation with the seven manufacturing di-

4. These color illustrations (made while some of the packages were still in dummy stage) are convincing evidence of the display effectiveness of the colorful new designs planned for mass arrangements in the 10,600 stores selling Rexall products. ➡





visions of the company: the drug manufacturing plants in St. Louis and Boston; The Seamless Rubber Co., New Haven, Conn., producing water bottles, bath sprays, rubber gloves and other rubber goods; the Absorbent Cotton Co. of America, Valley Park, Mo., maker of absorbent cotton, dressings and allied products; Eastern Tablet Corp., Albany, N. Y., manufacturer of stationery, paper cups and similar products; United Refiners, Inc., Mansfield, Mass., makers of chocolate, candy and other confections; the Hudson Valley Pure Food Co., Inc., Highland, N. Y., producers of grape juice, soda fountain fruits and syrups, jellies and other foods, and Franklin Hosiery Mills, Inc., Williamsport, Pa., manufacturer of nylon hosiery.

Size and scope of the program demanded the service of not one but 14 packaging designers. Their names are listed in the "Credits" at the end of this article. Mr.

7. Another striking job of package restyling is revealed by old and new Bisma-Rex, where clear-cut structural design replaces cluttered appearance.

5. The Firstaid line is now packaged under the Rexall name with design treatment similar to the Rexall and Puretest lines, but here red has been assigned the leading color role to differentiate these products from competitors.

6. The old packages did not identify Firstaid with Rexall stores and the design theme lacked strong, bold treatment of the new ones.



Baum made a thorough review of the package-design field, selecting both "name" designers and promising newcomers for the numerous and varied projects in a business that grosses nearly \$180,000,000 a year.

It meant a complete review of hundreds of trade names, reclassifying them, eliminating unimportant ones and retaining those with strong consumer demand.

Remedies, drugs, first aid

The first portion of the job to be undertaken covered the Rexall, Puretest and Firstaid lines of the company—some 700 items altogether. Rexall is the name used for



8. Part of glass standardization program was the adoption of this flask-shaped, funnel-necked private-mold bottle which eventually will be used for a number of liquids, tablets and dry products.

SPECIAL MOLD BOTTLE





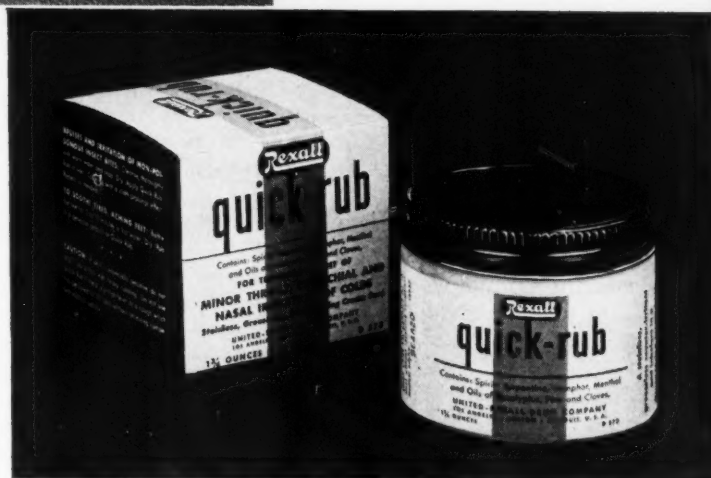
9. The re-packaging program meant regrouping of certain products under identifying trade names. The name Klenzo is now limited to toiletries such as tooth paste, tooth brushes, shaving cream, razor blades, etc. These packages are now all related.

compounded remedies; Puretest is a line of standard household drugs, and Firstaid is the company's name for its gauze, bandage and adhesive-tape products (Figs. 1 to 6).

Now all these have been redesigned under the one name, Rexall, and have similar structural pattern with a slight change in color emphasis. Puretest and Firstaid names have been retained, but dominating them is the script Rexall in the blue oval which is the company logotype. Red has been assigned the leading color role in Firstaid to give these cotton products character varying from that of competitors.

Bottle simplification

The chief technical problem lay in the bottle design. Art Director Baum found that 115 bottle styles and sizes, each requiring a different mold, were utilized for



10. Quick-rub, tied in with the Rexall family, is easily identified by the new vertical color stripe at the top of which the trademark is reproduced.

11. Rexillana has a distinctive matching carton and label design with diagonal white stripes on a color background. A broad white panel emphasizes product name. Informative data is neatly placed.



12. The company felt there could be no one family package for all the products, yet many have a similar design feeling. Compare these Aga-Rex and Milnol packages with the Rexall, Puretest and Firstaid packages on preceding page.



13. A bold treatment to give maximum visibility to product name has been adopted for Rex-Rub. Carton and label match.



14. Rubber goods required special treatment. Here functional pictorial design presents selling points for rubber gloves.



15. An old-fashioned look was retained for the new Harmony Bay Rum labels, but was strengthened by pleasing reverse printing and scroll work. Cocoa butter tube is similarly designed.

the approximately 350 items packed in glass. He also noted that, as is the case with most major drug lines, only the liquids were packed in a distinctive private-mold bottle. Tablets and drys were packed in stock mold containers.

Through the collaboration of the sales, research and design divisions of one of the leading glass manufacturers, all of the requirements for liquids, tablets and drys were coordinated into one design, an innovation in the drug field (Fig. 8). Further standardization of sizes reduced the total mold requirements from 115 to approximately 50, cutting costs through larger runs and simplified inventory. The new Rexall bottle is lighter in weight and the label area is twice as large per comparative capacity. It is flask-shaped, with funnel

neck, easy to hold in the hand, fits better on medicine cabinet shelves.

The "drys" in these drug families will be packaged in a new slide-top tin with an inner seal, instead of the old friction-lid tin.

The strict requirements for medicinal copy and the necessity of frequent copy changes resulted in development of a flexible typographic style for informative copy on the packages. For display areas, modern photographic methods were used extensively for "squeezing" or "stretching" type-style lettering to fit

NEW



OLD

16. 25-year-old flower-basket motif was retained for Cara Nome, but restyled. Background for packages was changed to warm peach complexion tint. Cartons carry enlarged identification for display, but bottles and jars carry no trade lettering to mar their beauty on the dressing table.



17. Ivy Chek, a poison-ivy remedy, and its companion, Poison Oak Cream, are in packages planned to convey the idea of product usage by means of pictures of the injurious plants.

the many changes demanded in label proportions.

Like almost all other re-packaging programs, Rexall's met with many obstacles after the war ended. Many of the new designs which have been completed and approved have not gone into production because glass plants have devoted their capacities to building up stocks of standard containers.

Trade name simplification

The re-packaging program brought about some realignment of the various products gathered under the various trade names and reshuffled some of these products among the various merchandising departments. The name Klenszo, for example, had been applied to such divergent items as antiseptic, silver polish, wax paper and razor blades. It was decided to limit this name to general bathroom toiletries such as tooth paste, tooth brushes, shaving cream, razor blades, shampoo, soap, antiseptic, styptic pencils and pumice stone. These items, formerly unrelated in design, have now been grouped together under the uniform Klenszo pattern (Fig. 9) executed in a refreshing yellow, gray and maroon design. A distinctive logotype has been designed for this family to emphasize related use. Wax paper, silver polish, insecticides and other household items were bracketed under another existing trade name, Elkay's.

There could be no one Rexall family package design because of the widely differing nature of the company's products and the different merchandising problems these items encounter—yet practically all carry somewhere on their labels the Rexall trademark. Many of the drug specialties had a character of their own and had achieved high consumer acceptance. Great care was taken in redesigning these to preserve their identity.

Cherrosote, a cough remedy, was given a cherry-



18. All baby products have been packaged under one design arrangement, but retain the two leading brand names, Tiny Tot and Stork. Traditional pink and blue baby colors are used and the design is said to fall halfway between decorative and ethical treatment. Many items are in display cartons.



19. Modern Charm facial and deodorant pads are a specialty labeled in a pleasing, feminine manner.



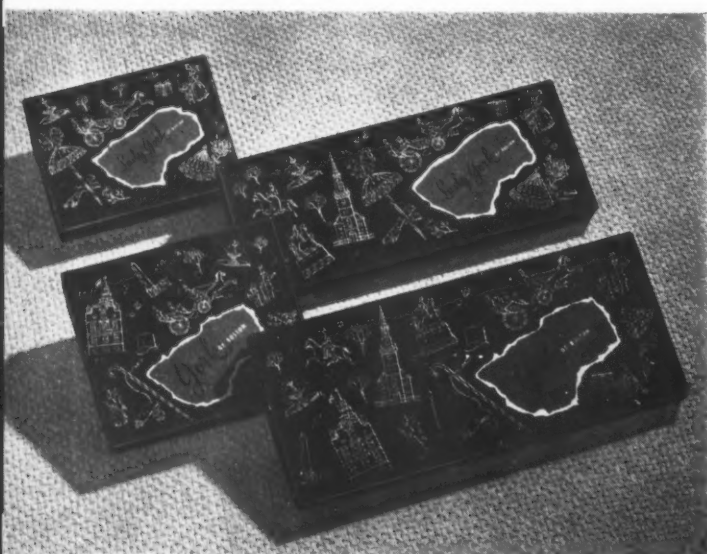
20. The name Rex on golf balls ties this sporting-goods item to the Rexall family in a pictorial package that shows the product usage immediately.



21. An abstract design of spotlights and color, with black background, gives a very modern look to the redesigned drum box for theatrical cold cream.



22. Gypsy Sun Tan Cream carton and tube are executed in rich brown and yellow. Product usage is suggested too by the sunburst effect on the carton.



23. York and Lady York are the trade names for men's and women's billfolds and other leather goods. The cover paper is suggestive of the Victorian era.

colored label; Harmony Bay Rum (Fig. 15) kept its pleasant, old-fashioned look; Rex-Salvine's jar label and its carton emphasized the product's principal use "for burns"; Aspiroids for colds were given a highly ethical label and carton.

Cosmetics

New designs have also been prepared for other Rexall products, including the well-established Cara Nome cosmetics line (Fig. 16).

The Cara Nome package dress had remained virtually unchanged for 25 years. This top quality make-up and treatment line is the mainstay of cosmetics departments in Rexall drug stores and its conservative quality look has always distinguished it.

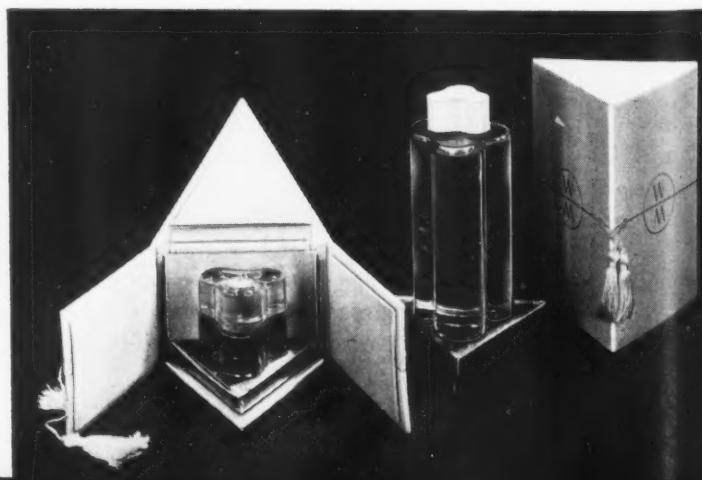
Because it was so well established, the Cara Nome flower-basket trademark was retained, but enhanced and improved. New bottles, caps and labels were designed. The background color, formerly a soft yellow, has been changed to a peach-like complexion tint and the logotype has been modernized. Oval lotion bottles with sloping shoulders have inset circular labels. Caps are of enamelled peach and gold metal. The cream jar is oval, too, with applied peach color and inset circular labels. Rouge cases, compacts and lipsticks are designed in gold with basket and radiation pattern similar to fine jewelry.

Printed Cara Nome cartons have enlarged logotypes and trademarks for effective store display, but when the articles are removed from the cartons they are completely decorative with no visible lettering so that they are a welcome ornament on the dressing table.

The Silque line of hand lotion, hair tonic, shampoo, sunburn lotion and leg make-up has been given a distinctive high-style, hand-hold bottle and a jar of coordinated design. Caps are of white plastic with an embossed double L for the manufacturer, Langlois, chief perfumer of Rexall's cosmetics production. Labels and cartons have a white background with a blind cross-hatch pattern inspired by French papers. Red band labels encircle the containers. Cream shampoo in a tube of the new design is the only Silque product now in production.

A sunburst design was (Continued on page 200)

24. Rexall also distributes an expensive line of perfumes elegantly packaged in very modern-looking bottles that fit into hinged triangular boxes.





This month's COVER PACKAGE*

No. 11 of a series

THE PROBLEM:

To develop a corrugated pre-pack carton for a new automatic electric iron to be marketed by an established manufacturer of appliances. Although intended primarily as a convenient, take-home package that will require no further wrapping, the carton also should be a colorful merchandising tool and it is essential that it give full protection to the product during shipment, storage and handling. As other related products are planned, the package should set a design theme applicable to other cartons of various sizes. The design must convey quality and have appeal to feminine buyers. The basic principles of good packaging—economy, protection, eye appeal and convenience—must be exemplified by this package which will be a traveling salesman for “Rand Electric Co.” from the factory right into the housewife’s kitchen.

THE SOLUTION:

The cutaway section gives us an inside view of the designer’s answer to the engineering problem. The two end flaps fold in to brace the iron against vertical movement. A bottom insert platform, blanked out to fit the contour of the iron’s sole plate, prevents lateral movement and its bent-up ends give added protection against the sharp corners. The lid flap tucks in at the back. Convenient storage for the electric cord is provided with this simple construction which adds little in material or handling over that of a regular slotted carton. Taking advantage of improved processes that permit good over-all color printing on corrugated, the designer has achieved a colorful, finished effect with only one color—a feminine blue—plus the natural buff color of the stock. The clean, simple design is well within the necessary printing limitations, yet gives desirable prominence to company name and product. The design of the lettering, strong yet feminine, commands attention while retaining a feeling of quality and dignity; the stylized “r” is used separately as a trademark. By simply changing the spot design and product name, the package may be adapted to a toaster, clock, or any other appliance in the new line.

THE DESIGNER:

Gerald Stahl is representative of the rising younger set in package design. He was graduated from the Rhode Island School of Design with a degree in industrial design and taught the subject there. During the war he was a captain in the Army Air Forces, connected with the outfit that dropped the atomic bombs on Japan. With three associates, he organized his Manhattan studio upon his return from service and already has created a name for himself in product and package work. He welcomes small companies as clients and likes assignments that involve engineering problems, as well as surface design. Among his better-known clients are National Dairy Products, Cohama Fabrics, American Safety Razor, Yale & Towne and Polar Yarns, Inc. The Cover Package is typical of his design style.



GERALD STAHL

* Brand and company names used in the hypothetical design are purely fictitious; the design remains the property of the designer who conceived it for this cover illustration. Any resemblance to any existing package is purely coincidental.



Over-all view of new air-conditioned store shows continuous line of open-top refrigerated, self-service cases for meats, poultry, dairy products, ice cream, frozen foods and produce, extending around side and back of room. Contents of each case are identified on lighted panel above. Arrangement provides convenience for shopper and effective display.

MEAT: It is cut, packaged, labeled and sold in



Typical meat and cheese packages illustrate various types of thermoplastic labels experimented with by Kroger. Pork chop label at the top has been adopted as standard. Some of the items, like hamburger, are packed in pulp trays.



Close-up of one of the four meat cases illustrates two principles of the Kroger operation: merchandising of Kroger name and Tenderay trademark and the four-color posters atop each case showing graphically how waste is eliminated in packaged meat cuts. Four cases create mass display, with a combined length of 50 ft.

PRE-PACKAGING

The measure of the success of pre-packaging of perishables is the amount of serious research, experimentation and development being devoted to it by the nation's largest food-store organizations.

Revelation of what has now become nationally famous as "The Columbus Experiment" by the Great Atlantic & Pacific Tea Co. more than two years ago* led to the adoption of produce pre-packaging by literally thousands of stores throughout the country. Now A & P's great national rival, The Kroger Grocery & Baking Co., has set up in Cincinnati a completely new 100% self-service store, which promises to provide an equally valuable study of pre-packaging, not only for produce, but also for meats, baked goods and dairy products.

The packaging and self-service techniques employed in Kroger's pilot operation are the result of many months of laboratory research and experimentation in other stores. Apparently Kroger has no thought of open-handedly sharing its findings with others, but the operation can be observed by any visitor to the store and something of Kroger's general thinking and objectives can be told.

* See "Packaged Produce," MODERN PACKAGING, July, 1945, p. 89.

A pilot store, 100% self-service, gives a glimpse of this organization's method of packaging meat, baked goods, produce and dairy products, long under study

From its 2,600 retail food stores located in 18 states, Kroger selected one of the more prominent locations in its headquarters city of Cincinnati for this initial venture into a complete self-service operation. The unit is frankly a testing ground for pre-packaging methods. The store is located in one of Cincinnati's larger suburban shopping centers in an area which, very significantly, is made up of a representative cross section of the city's income groups. In this store, Kroger hopes to find its own answers to such important questions as:

1. Do consumers in various income groups really prefer pre-packaged self-service meats and other perishable foods to conventional service departments?
2. Does a more efficient operation result from con-

continuous streamlined operation at Kroger



Experienced meat cutters operate with the aid of an electric meat and bone saw in the same room in which packaging is done. The cutting and packaging operation is continuous. A complete range of selection of all popular varieties of meat cuts is thus constantly maintained.



Note the cleanliness and good lighting maintained in the packaging operation. Wrapping is done on stainless-steel tables equipped with hand heat sealers. Cellophane in various widths is dispensed from rolls above. All personnel handling meat are uniformed.

version to self-service in these various departments?

The answers to these and other questions will serve as a guide to future Kroger pre-packaging policies.

The store itself is the last word in convenient self-service shopping and effective display. The interior of the former store, located at the same address, has been completely remodeled and redesigned by Kroger's own store layout experts. Many of the fixtures were custom built to Kroger specifications. All of the fixtures are of the very latest type, designed to facilitate self-service selection.

As will be noted in the accompanying illustrations, the line of refrigerated open cases in which all of the pre-packaged perishable items are displayed extends in U shape around the sides and back wall of the store room. These items are arranged in the order in which the housewife likes to build her menu. As she enters the market she is greeted first by the cases filled with packaged meat—mainstay of the meal. As she moves around the perimeter of the room she passes similar cases filled with packaged frozen poultry and fish, packaged dairy products, ice creams, frozen fruits and vegetables and fresh produce and finally comes to the self-service baked goods display. She may then circulate through the central portion of the store to pick up the staple items to fill out her shopping list. Products in each pre-packaged section are clearly indicated by uniform backlighted signs immediately above the case.

The cases are equipped with mirror-back racks and indirect lighting, which adds greatly to the attractiveness and sales appeal of the merchandise displayed in

them. All cases are of the open-top type to facilitate self-service selection. Temperatures maintained range from 36 deg. F. in the meat cabinets to 10 deg. below zero in the ice-cream cabinets.

In the central portion of the store are canned goods, soaps, cereals and the other thousand-and-one staple grocery items located on island displays with shelving of the newest design. Overhead department signs make it easy for customers to find the merchandise they want. Wide aisles enhance the ease of shopping. Checking-out counters are arranged as a separate unit of the store, away from the shopping area. Checking out is expedited by mechanized checking lanes which carry merchandise on moving belts.

Fluorescent lighting from modern fixtures keeps every square foot of the store fully illuminated. Shelves, also, are individually lighted and ceiling spotlights are effectively used to pick out specially featured merchandise. The store is air conditioned throughout.

Meat department

Package-wise, the outstanding feature is the all-self-service pre-packaged meat department. This department is the first of its kind in the Cincinnati trading area. It is here that consumer reaction and Kroger merchandising innovations will be carefully studied to guide the chain in setting up similar meat departments in other store units.

The location adjacent to the main store entrance is, as pointed out above, unusually strategic. Four of the newest-type refrigerated display cases, with a combined length of 50 ft., display meat cuts of every description, ranging from hamburger to choice sirloin steaks. The mass display of pre-packaged meat cuts from which to select is most impressive.

In the rear of these display cases, in a separate room not visible from the main store, is located the meat-cutting and packaging room. Here the preparation of all meat for the display cases is expertly handled by a staff of trained personnel.

Meat is received at the extreme rear of the store, where it is cut into sections. It is then hung in the walk-in cold storage cabinet—located between the receiving room and the cutting and packaging room—to await further cutting. It moves eventually into the cutting and packaging room, where skilled meat cutters prepare the conventional cuts of beef, pork, lamb and veal. These cuts are then wrapped in moistureproof, heat-sealing cellophane and sealed with conventional heat-sealing irons. Where necessary, paperboard backing is used on some types of cuts to enhance their appearance and make for easier consumer handling.

A specially designed two-color thermoplastic label is heat sealed to the cellophane wrapper of each cut. The main design portion of the label is printed in green, with the name of the particular cut of meat imprinted in red. On this label, in the space provided, is marked the weight in pounds and ounces and the total price of each cut of meat. This marking is done before the label is heat sealed to the package.



Unusually effective display is given to dairy products with this long, three-tier case. Perishable items, including cheese cuts packaged in the store, are in central refrigerated space. Selection is made from open-top cases which enable full view.

The cutting and packaging room is air conditioned and equipped with ultra-violet ray lamps.

In the display cases, the packaged meats are grouped according to variety—beef, pork, lamb and veal—and also according to cuts, such as loin, rump, breast, chops, ribs, ground meat, etc. There is a separate case for smoked and luncheon meats and one for poultry—all pre-packaged. Nevertheless, two “meat hostesses” are on duty at all times to assist the shopper in finding her particular choice and to answer any questions. If a customer desires some special cut of meat not regularly displayed in the case, the meat hostess procures it for her in the cutting room.

An interesting Kroger innovation is the use of full-color display cards, placed at intervals along the top of the display cases to illustrate clearly how various cuts are trimmed and to show how waste portions have been eliminated from the cut before packaging.

Another principle of the Kroger operation is to maintain constantly a complete range of selection of all popular meat cuts from the highest prices to the least expensive. They are always at the shopper's fingertips, to be selected according to her taste and budget. No long line-up, no delay in service, no waiting for meat to be cut. The shopper can see in advance just what her choice of meat cut looks like, its size, how much it weighs, its price. She can shop for meat just as she would for items in other self-service departments.

Dairy products

A pre-packaged dairy-products department is not unusual, but the Kroger layout brings convenience to a new high. The customer does not have to open heavy refrigerator doors and reach in, but can look over and select from a complete range of butter, margarine, eggs, milk and cellophane-wrapped cheese cuts in an open-top case similar to those used for the other perishables. So popular are dairy products sold in this manner that it has been found advisable to devote approximately 50 ft. of space to this department—nearly as much as the meat department. The Kroger cases are unusual in that they have a three-tier set-up—pre-packaged natural cheese, butter, milk and other perishables in the main refrigerated bin; oleomargarine, eggs and other semi-perishables in a floor-level, glass-enclosed bin and the non-perishable processed cheeses and such on an upper, non-refrigerated shelf at eye level. Egg cartons are dated and milk is sold in paper containers.

Produce

A complete produce pre-packaging arrangement was not yet ready at the time the store opened, but packaging is gradually working up to a 100% basis so that all service can be eliminated. The perishable produce items are wrapped or bagged in cellophane, labeled and displayed in the conventional open-top refrigerated cases. Kroger appears to use a proportionately greater number of bag packages than most stores, employing both cellophane and glassine bags and kraft bags with cellophane or acetate windows. The perishables are



Newest-type open cases maintained at 10 below zero are used for all frozen foods, with movable partitions to help keep stock in order and to line up with price signs at rear. One whole case is devoted to ice cream and insulated bags are provided. Use of open-top cabinets provides full-visibility display, making eye appeal of package important.

PRODUCE



Kroger's produce pre-packaging makes extensive use of window bags, even for grapes. Bags are stapled shut and price is simply marked on bag with crayon.

packaged, weighed and priced right in the store, but most of the "hardware" items, such as citrus and potatoes, have been pre-packaged at the shipping point. It is apparently Kroger's policy to take as much as possible of the packaging load off the retail store.

Baked goods

Just off the produce section is an extremely compact and efficient island set-up for pre-packaged baked goods. This unusual plan, reflecting Kroger's long experience in self-service selling of baked goods, has five tiers of shelves, with either the shelves or the stacks of packages being slanted so that when a customer removes the nearest package, the display is not affected. Everything—from cookies to cakes to pies—is cellophane wrapped, with or without a paperboard tray, and priced with thermoplastic labels.

Frozen foods

The frozen-food cabinets are significant of the new trend toward open-top cabinets with full-visibility display—putting a greater burden of eye appeal on the package. A Kroger innovation is the use of adjustable partitions in these cases to help keep the stock in order. There are separate cabinets for frozen fruits and vege-

All types of baked goods are pre-packaged and cellophane wrapped. Arrangement of this compact shelving has been carefully worked out so that a complete selection of all products is always in view.

tables, or frozen poultry and fish (near the fresh-meat department, but distinct from it) and for ice cream. The Kroger ice creams, packaged in the ice-tray pack and displayed in these open 10-below-zero cases, are fast sellers; Kroger provides free insulated bags.

Results and indications

What of the results of the Kroger experiment and what do they indicate as to the future of completely self-service food markets in general and the pre-packaging of fresh meats, dairy products and produce in particular? Because of the comparatively short period of time in which the Kroger all-self-service market has been in operation and because it is the only one in 2,600 stores, it is too early to reach any sweeping conclusions, say Kroger officials. However, meat sales have definitely increased under the self-service plan as compared to the service-type operation formerly employed in this store. Certain cuts of meat that have not had a ready turnover when sold in the conventional manner have been moving faster—offal items in surprising volume.

In commenting on the new Kroger store operation, President Joseph B. Hall, progressive-thinking head of the Kroger organization, has this to say:

"We have been given evidence to believe that the customer likes and approves the self-service meat department. Now, if this belief is well founded, pre-packaged meat has undoubtedly come to stay—not because the *Kroger company* wants it, but because the *Kroger customer* wants it.

"Our main object in life is to keep Mrs. Smith—which is what we call our typical customer—happy. For if we do not keep her happy, she will not be our customer for long.

"And so the answer to the question of how pre-packaged meat sales will develop depends entirely upon the amount of enthusiasm Mrs. Smith shows for them."

The simple fact that the Kroger organization has spent a great deal of time and money in the planning and the development of this all-self-service store is evidence in itself that its forward-looking management recognizes pre-packaged meats and produce as an important factor in the future of retail food merchandising.

BAKED GOODS





The new record album is made like a hinged, telescope set-up box with the record envelopes bound in the spine. The album lies flat when open. A notch in the cover facilitates opening and closing. When closed, the records are completely covered. They cannot fall out and there is no way for any dust to collect inside the box. Large box-albums have been used to hold as many as 12 records.

BOX-ALBUM

These new and safer containers for phonograph records begin to look less like books and more like packages

For years the producers of phonograph records have sought some safer means of packaging their album sets. Now at last one or two of the companies are doing something about it.

The old book-type album is safe enough as long as it is picked up and held right side up. But there is always the chance that someone will hold it wrong side up and send the records crashing on the floor. Unless stored in a closed cabinet, the book-type albums are dust catchers, too, and gritty dust can scratch records.

The type of album pictured above, which has been introduced experimentally on a few sets by Decca, appears to obviate this danger. It is simply an album made like a box. Two box halves, instead of straight board covers, come together in telescope style. Individual record envelopes are bound in conventionally and the records rest securely in the box base. The cover is hinged to the spine at the top only and on the side a notch is cut away from the spine at a 45-deg. angle to facilitate opening and closing. The cover half of the "box" overlaps the base when it is closed. The base also is hinged to the spine only at the bottom side, so that the album may be opened and laid flat and the records easily removed while the record envelopes are standing

upright. It is impossible for the records to fall out when the album is closed or even partially opened. When closed, there is no way for dust to collect inside the box.

Decca officials say the performance of this album has been perfect, but that it remains to be seen whether the extra cost can be absorbed. Large box-albums have been used to hold as many as 12 classical records.

Another record company is reported to have experimented with an album similar in construction except that it eliminates the individual envelopes inside and simply stacks the records on a plastic center pivot attached to the base, convenient for lifting out in a group for placing on a record changer. According to reports, this has not been too successful because the records are easily spilled out if the album happens to be opened the wrong way.

Record albums represent a growing field for package designers and suppliers and these developments bring them more definitely out of the book and into the package classification.

CREDITS: "Welcome Stranger" album, cover design by Henry C. Sanford, New York; manufactured by Jesse Jones Box Corp., Philadelphia.

Kolynos' jolly closure

Little man who's never lost squirts the paste on the brush, makes tooth brushing fun for kids and sells more Kolynos tooth paste

That awful ordeal—getting Johnny and Mary to brush their teeth! Now it can be fun with the new Kolynos Jolly Kap*—a molded plastic gimmick that makes a tooth-paste tube closure come to life, stay on the tube and never get lost down the washbowl drain. Every mother of youngsters will appreciate these features.

Whitehall Pharmacal Co., makers of Kolynos, already have introduced Jolly Kap in more than 123 test-market stores in New York State, New Jersey and New England. This animated closure, injection molded of two pieces of yellow and red plastic, is formed in the shape of a head which is polystyrene with a tiny cap of cellulose acetate. It is secured to the top of large-sized cartons of Kolynos with transparent cellulose tape. Two dozen of these Jolly Kap packages are packed in a special Kolynos Jolly Kap counter display carton telling how to use the new gadget, how it makes brushing teeth fun and how it can't get lost.

When the Jolly Kap is removed from the top of a carton and screwed on top of the tube in place of the regular closure, the tooth paste may be ejected through

* Patent pending.



Two dozen Jolly Kap packages—large-sized Kolynos—are packed in special display containers for counter impulse items. Dealers report that they are having phenomenal sales results—two weeks' stock in two days.

a slit in the novel closure that appears as though the tooth paste were coming out of Jolly Kap's mouth. The hat swivels back and forth on lugs that look like ears to cover the slit when the tube is not in use.

Pop, Mom, admiring aunts and uncles are attracted to the funny character as something cute to take home to the kids. Once in the home, every member of the family—grown ups and kids—have fun putting him on the tube and making him work.

Consumer surveys in the dentifrice field consistently show that the majority of people buy tooth paste for its taste. But taste, alone, does not supply the drama that sells tooth paste.

Every producer of tooth paste, therefore, is constantly on the look-out for striking ways to attract new users to try his brand. Once they have tried it, many first users become "regulars."

In the Jolly Kap offer, with its appeal to the youngsters, Kolynos knows it has a sales idea with more than the ordinary elements of success. The clever little closure interests the children and acquaints them young with Kolynos.

The combination Jolly Kap packages are fair traded

at 49 cents each, allowing six cents for the special closure over the usual price of 43 cents a package for large-sized Kolynos. This novel packaging idea has shown remarkable results in turnover. In some test stores, dealers have reported a normal two weeks' stock of Kolynos sold in a day and a half through the Jolly Kap offer.

Success of the test marketing will determine the extent of this package promotion. The company will feature the cap in national advertising soon.

Colors for these novelty closures so far have been limited to yellow and red—some caps with yellow hats and red heads; others with red hats and yellow faces. The company is considering additional colors for added eye appeal and to give the shopper a wider color selection.

It is believed every family will want one Jolly Kap for each of the kids, that this will get Kolynos into many homes where it has never been used before and that a large portion of these families, once having tried Kolynos, will continue to buy it. At any rate, that has been

the pattern of every successful introductory offer of dentifrices—and the Jolly Kap has more than usual appeal.

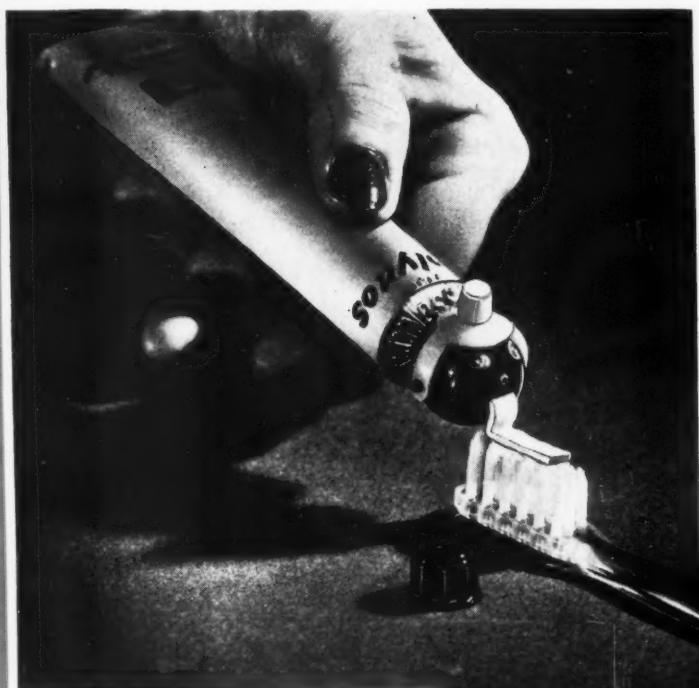
This new idea of humanizing a package of tooth paste is one of the most striking innovations in tooth-paste merchandising in many years. Such original package promotions suggest many possibilities for other package novelties not only in the dentifrice field, but in other lines of products. Such figures as the Jolly Kap, well established in the public mind, might even become new trade characters which could be permanently featured in a company's advertising in the same way as "Elsie the Cow" or the Fisk "Time-to-Retire" boy.

The fact that a merchandising tool such as the Jolly Kap introduces an element of novelty to a product—in this case a toy feature—may suggest new markets for a product which every company is looking for today. With an original promotional device, an ordinarily utilitarian product might be sold, for example, in toy shops or stationery stands, railroad and bus terminals or other spots not usually thought of in connection with such products, providing these markets can be opened without alienating normal outlets.

Another point that has also not been brought up by either the user or maker of the cap is the fact that this seemingly humorous little gadget may start a whole train of thought on the production of closures for dentifrices which can be secured permanently to the tubes, equipped with a swiveling bracket which will eliminate the present inconvenience of taking off and putting on the cap every time you use tooth paste.

CREDITS: Caps designed and molded by Kaye Plastics Corp., Stelton, N. J. Polystyrene for head, Monsanto Chemical Co., Plastics Div., Springfield, Mass. Cellulose acetate for bracket (hat), Celanese Corp. of America, New York. Display cartons, Keystone Folding Box Co., Newark, N. J.

Once in place, cap does not get lost. Tip the hat, pinch tube and it spouts forth paste through mouth.



Jolly Kaps are attached to packages with cellulose tape. They are threaded to fit the tooth-paste tube after the regular cap has been removed by the user.



Three flexible polyethylene bottles included in Seaforth's "Royal Scot" gift set are basically stock-mold Bostons dressed up with big silk-screened phenolic closures. Corks stop all but a tiny opening for dispensing powders or liquids by compression of bottle.

SQUEEZABLE BOTTLES

Adopting polyethylene as a material, the blown plastic bottle comes into practical use for a wide variety of products, from toiletries to acids

For the last 10 years, the packaging field has been watching with interest the development of the blown plastic bottle. Made from various thermoplastic materials by a modification of the familiar blow-molding technique used for glass, the plastic bottles have more to recommend them than novelty appeal; they can do packaging jobs which their glass counterpart often is physically and chemically incapable of doing.

Prior to World War II, several commercial plastic bottles were blown by the new technique, but production was limited to test runs. During the war, considerable quantities of plastic bottles were used by the Army Medical Corps, primarily for their light weight and non-shatterability in field kits.

The war brought the development of a new thermoplastic, polyethylene, which is outstanding in its lack of taste, odor or toxicity and its resistance to chemicals which corrode most containers. Polyethylene also is unusual in retaining an almost rubber-like flexibility in molded form, even in comparatively thick sections.

Since the war, commercial development of blow-molded plastic containers has centered largely on poly-



ethylene as a material and several adoptions by packagers in this country and in Britain have been cited.¹ This article will discuss three other recent applications which will serve to illustrate the possibilities of polyethylene in this type of container.

Seaforth toiletries

The toiletries and cosmetics industry is particularly intrigued with the polyethylene bottle because it is "squeezeable," permitting powder or liquid to be ejected forcibly by slight pressure on the bottle itself. Light weight and non-breakability also are advantages for packages used in bathrooms or in traveling.

Typical is the line of Seaforth men's toiletries in polyethylene bottles, just introduced by the A. H. McKelvy Co. The primary purpose of this line was its use in traveling kits, to be sold as the "Royal Scot" and the all-flexible "Traveler." However, the firm anticipates adding other named lines in the near future. The five products currently being packaged in polyethylene are men's shaving lotion, liquid deodorant, hair dressing, talcum and cologne.

The bottle as used by McKelvy is essentially a 4-oz. Boston round bottle made from a polyethylene colored light tan; however, it has a specially raised bottom section making for better vertical standing qualities. A large, skirted phenolic cap having the same outside dimension as the bottle has been chosen and the cap serves as the label, since it carries the Seaforth name and specifies the product contained in the bottle. The bottom of the bottle also bears the Seaforth trademark molded in.

There were many reasons why the McKelvy company chose polyethylene bottles, but most important were lightness in weight and non-breakability, for Seaforth had long felt that the contents of a toilet kit were the greatest hazard of a man's traveling wardrobe, plus the

¹ See "Tale of the Town," MODERN PACKAGING, Aug., 1947, p. 87, and "British Plastic Packaging," *Ibid.*, Sept., 1947, p. 123.



PHOTO COURTESY PLAX CORP.

Seaforth uses the same bottles for talc, shaving lotion and hair dressing in this travel kit, where light weight and non-breakability have special appeal for the user.

fact that weight is always important to a traveling man.

"Bang it, bend it, bounce it—you can't break it!" is the theme of Seaforth advertising and publicity introducing the new containers.

Polyethylene bottles are said to save as much as 75% in container weight and 20% in cubage. Squeezing the bottle as it is held lightly in the hand ejects the proper amount of powder or lotion for one application without the necessity of shaking the bottle, as is customary with shaker tops.

It was necessary to retain a similarity to the glass jar used by Seaforth in its regular line and this was accomplished by matching the bottle color to the light tan of the decorated glass jar and using a dark brown phenolic cap. The two colors thus retain the recognition value of prior advertising and point-of-sale promotion.

Montenier deodorant

An oval-shaped 2-oz. bottle molded for Jules Montenier, Inc., Chicago, as a package for a new type of liquid deodorant makes functional use of the bellows action of the squeezable bottle to apply the product most effectively.

The deodorant is forced through a unique built-in nozzle with 0.004-in. openings, forming a fine spray. The speed of spraying is dependent on the rapidity with which the user can compress the bottle, as the polyethylene has fast recovery to the squeezing action.

This atomization permits the deodorant to be applied effectively and economically. The fine spray covers the skin area to which it is directed completely yet thinly enough to dry almost on contact. This prevents dripping and makes any rubbing or hand contact with the deodorant unnecessary. Economy is such that the 2-oz. bottle is said to be sufficient for months of use, providing from 700 to 800 sprayings. The closure is leakproof.

Introduced first by Mandel Bros. in Chicago with an ad stressing its convenience features, the new package

sold out on the first day and within three days more than 1,000 bottles had been sold by Mandel Bros. alone. The package caught the attention of woman's-page editors and was enthusiastically acclaimed in feature stories in all the Chicago newspapers.

Because the polyethylene is unaffected by the slightly acid solution and because of its excellent resistance to water-vapor transmission, it is considered the ideal material for this application. These factors are extremely important, as the milky white, alabaster-smooth bottle will adorn Milady's dressing table and also will be her traveling companion. As the bottle is indestructible, dropping, hardy squeezing or rough handling will not cause breakage.

The bottle actually consists of two parts. There is a polyethylene inside tube which carries the last drop of liquid to the precision-machined methacrylate nozzle. The nozzle plug, which has two 0.004-in. holes for forming the spray, is press-fitted into the neck of the polyethylene bottle. This special construction permits complete usage of the liquid down to the last drop, it is said.

Proper plastic application is of primary importance and in this instance most careful tests were undertaken by Montenier and very considerable engineering and design by the bottle supplier. It was necessary to build special molds in order to obtain the most desirable shape for ease in squeezing with the fingers. Next it was important that proper weight distribution be determined so that the center of gravity would be such as to prevent tipping when standing on a dresser or vanity. Once these problems were solved, proper wall thickness was next to be considered.

Jules Montenier says: "When polyethylene was made available to me over two years ago, I experimented immediately for its permeability to various chemicals, essential oils and salts and after the first six-months trial period I found that salts had nearly no effect on the polyethylene. This fact prompted me to select a deo-



Smash merchandising hit is this special-mold polyethylene bottle for spray application of liquid deodorant, developed by Jules Montenier. Both bottle and carton are white and blue. PHOTOS COURTESY JULES MONTENIER.



When bottle is lightly compressed in fingers, fine mist of deodorant emerges for quick and trouble-free application. A special inner tube, also made of polyethylene, insures use of product to the last drop.

dorant as my first product to be packaged in polyethylene. Our 'Stopette Spray' deodorant contains 25% of combined salts and has been under test with various forms of sprays for a period of one and a half years before making its appearance on the market.

"We had to be sure that the form of spray selected would give us the same type of fine mist whether the bottle was full or nearly empty and also—most important—in case the cap was not replaced tightly, that the spray mechanism would not clog in a few days or even a few weeks.

"We experimented with various thicknesses of blow-molded bottle from 0.010 in. to 0.060 in. and for practical purposes we found that 0.040-in. thickness gave us the best and safest results. It allowed us to depress the side of the bottle with enough ease to make our squeezable bottle easy for anyone to operate.

"The 'Stopette Spray' bottle can be pressed equally well with the thumb or can be held sideways in a woman's or man's hand with equal ease and there is sufficient space between the neck and base to permit an easy depressing action."

Although colors were readily available for this container, Dr. Montenier decided that the milky white appearance of natural polyethylene would harmonize more successfully with other toiletry items in the household. However, the bottle is decorated with a paper label in the form of a scalloped blue band with the company's trade name and is then packaged in a paperboard carton of similar design. The bottle is topped by a glossy white polystyrene cap.

Every packaging material has its limitations and those of polyethylene are as unusual as are its advan-

tages. Dr. Montenier says he has not found the polyethylene bottle suitable for packaging perfumes, as "more than 50% of the essential oils we have used 'breathe' through the plastic and consequently change the character of the perfume on standing." Polyethylene is not suitable either for the packaging of mineral oil, says Dr. Montenier, as it rapidly swells and loses its resiliency in contact with that product.

"Saftepak" for hydrofluoric acid

Quite a different application from those previously found in the toiletries field is the large polyethylene bottle and special closure used by the Baker & Adamson Division of General Chemical Co. for hydrofluoric acid. This was the first of the polyethylene bottles to go into large-scale production for commercial purposes.

Hydrofluoric acid is one of the most corrosive and dangerous chemicals known. Commonly used for the etching of glass, it obviously cannot be shipped and stored in a glass container; it will eat its way through glass in a short time. Wax bottles, which have been the standard containers for hydrofluoric for many years, have several drawbacks: poor strength, low temperature resistance, poor shipping qualities and complete opacity.

Many months of testing and engineering design preceded the adoption of the new industrial container which they call "Saftepak," by General Chemical. The final design incorporates maximum safety for the user, convenience of handling in the laboratory or plant and even eye appeal.

Polyethylene completely resists the action of hydrofluoric acid and protects the contents from dilution and

impurities for long periods of storage. The blow-molded polyethylene bottle is practically unbreakable, minimizing the possibility of accidents. Extensive tests have proved it will not shatter or smash in any conceivable rough handling. The walls have a minimum thickness of 0.050 in., with a neck thickness of $\frac{1}{8}$ in. and an extra heavy bottom. The mold in which the bottle is blown is designed to produce a ridge completely around the neck and two small ribs about $\frac{1}{4}$ in. wide protruding from the wall $\frac{1}{16}$ in. on the central portion of the bottle. A heavy paperboard tube, which carries the label, is forced over the two brackets, providing a rigid hand grip for the somewhat flexible bottle.

An ingenious two-piece molded polyethylene pouring spout and cap is used for safety in dispensing. This type of closure was originally designed for an ink bottle used by the W. A. Schaefer Pen Co., which has licensed its use to General Chemical. A disk of red polyethylene is heat sealed over the small neck of the pouring spout over which the cap is screwed. The spout has two holes—a pouring hole and an air-vent hole. To the latter is fitted a polystyrene tube supplied by the bottle molder.

When the bottle is to be used for the first time and a full spout flow of the acid is regularly required, the red sealing disk is cut off completely from the neck of the pouring spout. If, however, only a drop at a time is desired, small holes can be punched in the lower and upper sections of the disk.

The pour-out is designed to help the user obtain accurate measure. It causes a "siphon action" which draws back into the bottle any drops clinging to the lip when pouring stops. The last drop goes back into the bottle and not down the outside, whether using drop-wise or open-spout pour. With hydrofluoric, this is an important advantage, as a single stray drop can cause severe damage to anything it touches.

The acid level in the Saftepak is always discernible through the translucent polyethylene and stock control is thus facilitated.

A tight screw cap with a polyethylene washer provides easy reclosure and protects both acid and user once the original spout seal has been perforated. It safeguards the user against spillage or leakage, protects the purity of the acid and prevents fuming and loss of strength.

The assembled bottle, pouring device and cap make a distinctive and attractive package from the standpoints both of appearance and of sheer utility. The label attached to the paperboard reinforcing tube has "poison" and first-aid directions in bold red lettering.

Other uses

There are many other packaging uses to which the polyethylene bottles are currently being put, but most of these are in the experimental stages. It has been relatively easy to work out most of the problems of correct packaging. The availability of a complete standard line of Boston round bottles ranging from 1 to 16 oz. has facilitated experimentation, since it makes it un-

necessary to produce special molds prior to the completion of all necessary tests—if at all. In many instances, as in the case of the Seaforth toiletries, the stock Boston mold can be used as the basis of a distinctive package.

Some of the uses now under test are for specialized chemicals, such as perchlorates, strong acids, etc. On the other hand, the bottles are filling a need in the field kits carried by government agents and salesmen in the collecting of water and soil samples. Also of interest is the use of the bottle for machined parts and spare-parts kits.

A special molding is being used as an infant's nursing bottle. This is not as yet in full-scale production, but serves as an interesting example of the wide range of uses which the polyethylene bottle provides.

CREDITS: All bottles molded by Plax Corp., Hartford, Conn.; toiletries bottles trade named "Duralite." Seaforth toiletries—Designs, James P. Sawyer, New York; Bakelite closure molded by K. & C. Experimental Works, Paterson, N. J.; silk screening, Scherer & Nikoloff, New York; box, Shoup-Owens, Inc., Hoboken, N. J. Montenier Stopette—Cap molded by Foremold Plastics, Inc., Chicago; labels, Fraser Label Co., Chicago; carton, Bates Printing Co., Chicago. General Chemical Saftepak—Pouring spout and cap molded by Injection Molding Co., Kansas City, Mo.

Acid-etching hydrofluoric acid is safely packaged by General Chemical in this non-breakable, translucent polyethylene bottle, unaffected by acids. Paperboard tube with label around middle gives rigidity to bottle. Special polyethylene pouring spout and cap serve to insure drip-free dispensing. PHOTO COURTESY PLAX CORP.





DESIGN

ACETATE OVER BROCCOLI—A NEW PRE-PACK

A patented angle-lock tray overwrapped with cellulose acetate sheeting furnishes an eye-appealing protective container for "Mountain Fresh" pre-packaged vegetables marketed by the Canaan Cooperative Assn. of Davis, W. Va. Cellulose acetate provides an all-transparent wrap that is gas permeable, permitting the vegetables to give up carbon dioxide and water and to assimilate oxygen. The packages do not fog, it is said, even under refrigeration and the dimensional stability of the material provides a film that will not pull the trays out of shape, it is claimed. Packaging of Mountain Fresh broccoli, illustrated here, is a hand operation, the film being sealed with a hand solvent-sealing pen. Board for tray is specially treated for pre-packaged produce.

Credits: Cellulose acetate, Celanese Corp. of America "Lumarith." Tray, Ohio Boxboard Co., Rittman, Ohio.



MASTER MOTIF FOR MILK CARTONS

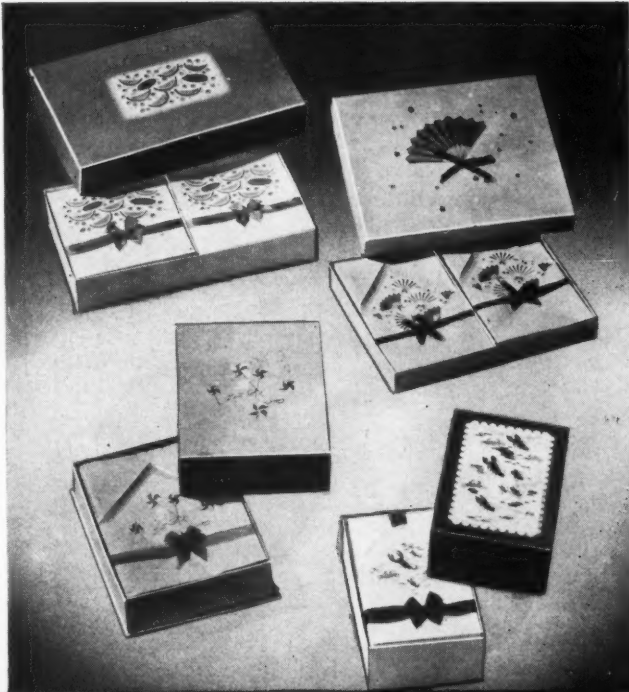


The entire line of dairy products for the Otto Milk Co. of Pittsburgh is appearing in newly designed containers featuring a master design adaptable to the different types of products sold by the company, as well as to the different sizes of cartons. Each group of products is differentiated by color—red for milk, orange for the orange drink, yellow for table cream, green for buttermilk, etc.—to combine easy identification and eye appeal. The design, organized around the perforated tab at the top of the carton through which the liquid is dispensed and the letter "O" trademark, directs attention to these two elements. Explanatory copy and advertising slogans were used as design elements. Photo insert shows back-panel diagrams illustrating how to open and close cheese container.

Credits: Design, Peter Muller-Munk, Pittsburgh. Cartons, Single Service Containers, Inc., New York.

HISTORIES

DESIGN SURPRISES ON STATIONERY BOXES



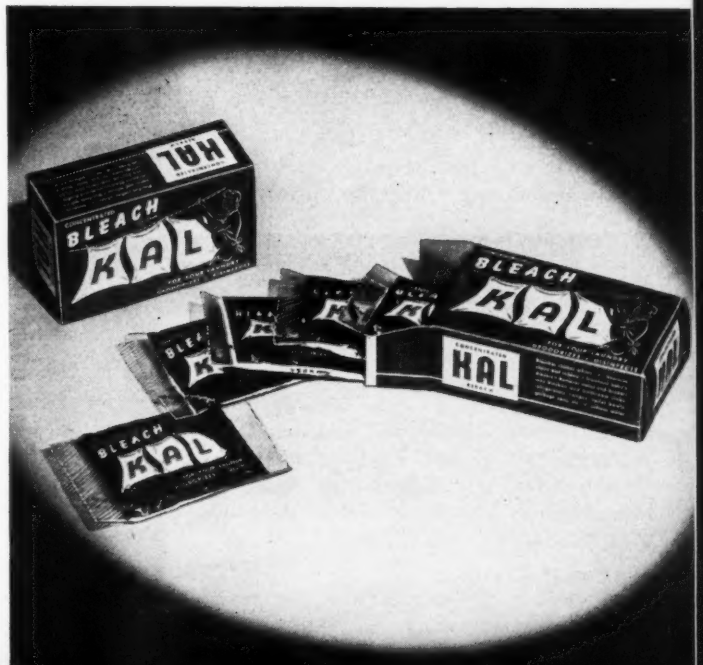
Earlier than ever this year Kellogg had ready for fall delivery seven new numbers in its Correspondence Elegancies stationery series. As always, the packages are notable examples of good taste combined with striking new pictorial design surprises stylized to match envelope linings. One flap depicting lush slices of pink and green watermelons is translated into a picturesque box covering of melon slices, seeds and foliage on a green background. An applied black velvet bow adorns a large black, silver and gold fan on a box containing stationery decorated with a stylized treatment of the same fans. Bright red lobsters and sea-green crabs decorate a scarlet box to duplicate a nautical motif of the envelope flaps. A cluster of pinwheels in carnival hues adorns the cover of a blue box containing envelopes that reveal these colorful breeze spinners.

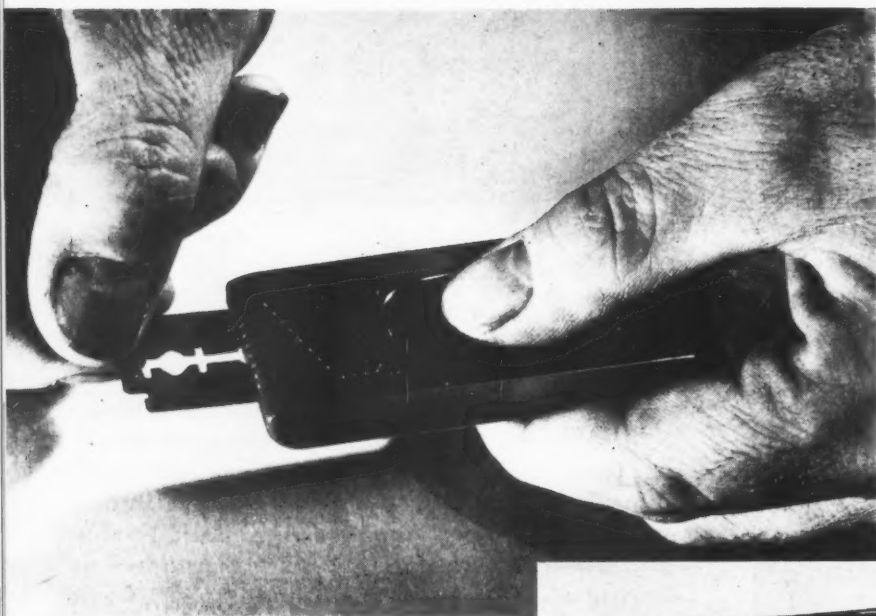
Credit: *Designs, Dorothy Simmons, New York.*

POWDERED HOUSEHOLD BLEACH IN UNIT PACKS

Packaging for "Kal" household bleach is as distinctive as the product—a bleach in powder form rather than liquid. Recently introduced by the Kaleen Chemical Co., New York, the product is packaged in a small folding paper-board carton no larger than a bar of soap. Within the box are five individual packets made of printed moistureproof cellophane and heat sealed, offering airtight protection against deterioration. The package was designed to eliminate waste due to breakage, to take up less room on the pantry shelf and for ease of handling. Size of the individual packets was carefully designed to hold just enough bleach required for an individual household chore. The entire packaging operation is completely automatic. Design is in blue, red and white.

Credits: *Carton, Service Carton Co., Brooklyn. Packets, Milprint, Inc., Milwaukee, of DuPont cellophane.*

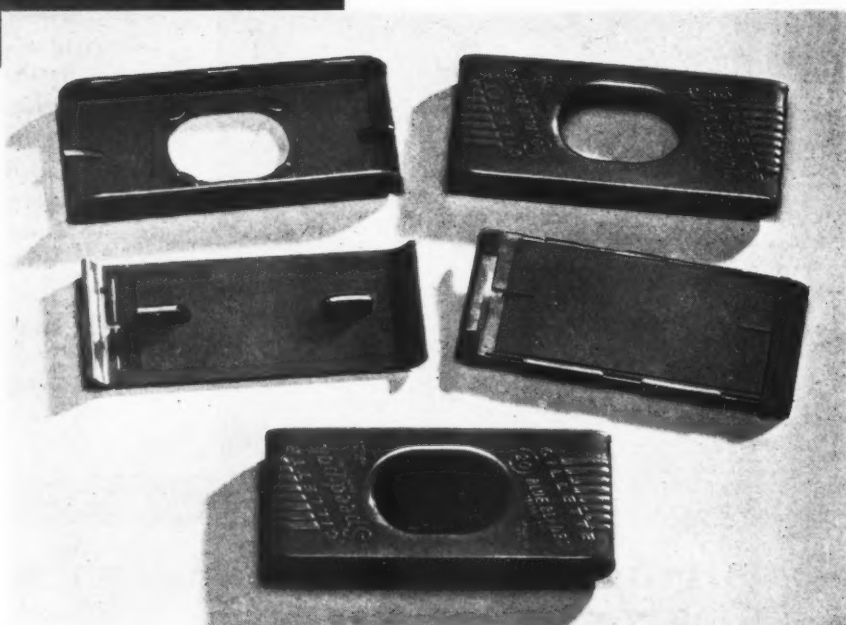




BLADE

A quick thumb thrust dispenses the blades ready for use. Cutting edges do not come in contact with the dispenser at any point, thus assuring factory sharpness. Blades are ejected alternately from either end; arrows on blades indicate direction. The dispenser is not refillable. Once the blades have been used up, it is discarded.

Inner and outer views of the two injection molded parts of polystyrene which lock together to form container. Assembly is in the Gillette plant where blades are first put in bottom halves, then tops positioned. This requires specially developed loading machinery.



Blue dispensers contain 20 blades and are packaged in a carton bearing familiar Gillette format and picture information about how to use dispenser. Carton has a compartment that may be used as receptacle for used blades.



TIME-SAVER

New plastic dispenser fills

long-recognized shaving need at no extra cost to consumer

The Gillette Safety Razor Co. has announced an initial advertising expenditure of more than a million dollars to launch its new Speed-Pak, the plastic container for Gillette Blue Blades which dispenses new, unwrapped blades by "just a simple thrust of the thumb."

The new dispenser is an outstanding example of the application of molded plastics to functional packaging which the company believes fills a long-recognized shaving need. It is injection molded of polystyrene in two complementary pieces which lock together with the blades between. This interlocking construction prevents the blades, on being ejected, from any contact with either side of the dispenser. This assures factory-sharpness of the edges to the very moment when the blade is placed in the razor, since each blade can be grasped only by one of its non-cutting ends as it is ejected.

As it is loaded into the plastic dispenser, each blade is sprayed with a thin coating of rust-preventing and antiseptic oil. Assembly of the dispenser takes place at the Gillette plant where the blades are put into the bottom halves and the tops or covers subsequently positioned. Blades are imprinted with arrows to indicate to the user the direction of the thumb thrust to eject them as they are dispensed from either end alternately. The blades must thus be filled alternately and special machinery had to be developed to perform this operation.

The Speed-Pak is being offered in two sizes. One—a blue container—holds 20 blades and is packaged in a folding carton constructed with a special compartment for used blades. The other dispenser is ivory colored and holds 10 blades. This is packaged in a hinged plat-

form box along with the company's new Super-Speed, one-piece razor which has a new, quick-loading feature.

A counter display unit—a set-up box with riser piece—is used at traffic spots in stores and holds five packages of the 20-blade Speed-Paks.

Development of the Speed-Pak began before World War II, but ideas which came out of the laboratory at that time had to be put aside for the duration. Actual work began in August, 1946. Many types of container dispensers were studied, but most of them were discarded because of cost factors. The dispenser finally adopted had to be capable of mass production and marketed to the shaving public at no increase in the cost of the blades. The Speed-Pak meets these requirements. Gillette Blue Blades in this new dispenser cost no more than when sold in the familiar old packages. There is no extra charge for the dispenser. Once the blades are used up, the dispenser is discarded. It is not refillable.

The plastic container was introduced first in test cities. Consumer response was reported to be so immediately enthusiastic that the company quickened its plans to distribute the product nation-wide sooner than called for in the original schedule. Test cities ranged in population from 50,000 to 350,000. During the first test week, combined sales of Gillette Blue Blades shot up 33% in test cities. Second week showed increases of 49%. In certain areas increases as high as 52, 56 and 65% were shown. Continued reports show further rises.

CREDITS: Engineered and molded by Foster Grant Co., Inc., Leominster, Mass. Polystyrene, Dow Chemical Co., Midland, Mich., and Monsanto Chemical Co., Plastics Div., Springfield, Mass.

Five of the dispenser packages are placed in a set-up box equipped with a promotional riser piece for counter selling.

A white, 10-blade dispenser is sold in a box with the new quick-loading Gillette Super Speed razor.



LOW-PRESSURE AEROSOLS

Adaptation of wartime "bug bomb"
to low-cost containers opens wide
market for the pressure dispensers
in insecticides, drugs, deodorants



When the aerosol "bug bomb" made its appearance for war service back in 1944* it was widely heralded as a package with a great postwar future for a number of products—if only the cost could be brought down. The tremendous pressures which the compressed freon might create at high temperatures necessitated a very heavy steel container, its two drawn halves sealed together by expensive copper brazing.

Despite the cost, thousands of war-surplus bug bombs were sold on the civilian market, at prices as high as \$3.98, because of the convenience and great effectiveness of the bug-killing fog spray. Later, ways were found to decrease the internal pressure and use containers somewhat lighter in weight, although still following the same basic design. Net cost to the consumer was reduced further by developing a means of refilling, so that the container had a trade-in value. Still, the cost of the package was too high to permit its widespread application to other products that might benefit from aerosol application.

Now, at least one major can manufacturer is going into production on an approved aerosol package that is nothing more than an adaptation of the conventional side-seam beer can, with a simple, low-cost valve for dispensing. Another can maker has announced a some-

1. Adapted from the regular side-seam beer can, this lightweight aerosol has concave ends for greater strength and to depress the soldered-in, fingertip valve below the top rim for safe stacking. Holding 40 lbs. pressure, it has been approved by the Department of Agriculture and Interstate Commerce Commission. PHOTO COURTESY CONTINENTAL CAN CO.

what similar adaptation of his drawn seamless beer can, with a special top said to be adaptable to all existing types of aerosol valves. At least two packagers have developed their own simplified versions of aerosol containers, one using a steel tube that was originally a part of the bazooka rocket and the other a conventional bottle with a special lever-type valve closure.

All of these developments, with the extension of the aerosol principle to such products as a tannic spray for burns, an athlete's foot treatment and a room deodorant, indicate that the mass market for aerosols is now opening up.

ICC regulations

A factor in the development has been the question of safety. Although freon is non-toxic and non-flammable, its shipment is closely regulated by the Interstate Commerce Commission. All of the military-type bug bombs, subject to high internal pressure, are governed either by ICC-9 (for refillable containers) or ICC-40 (non-refillable). These specifications allow for a vapor pressure

* See "Bug Bomb," MODERN PACKAGING, Oct., 1944, p. 98.

of approximately 85 p.s.i. at 70 deg. F. In contrast, the new low-pressure aerosols are aimed at a pressure of no more than 40 p.s.i. at 70 deg. F., which is said to be adequate for effective dispersal of insecticides in ordinary use.

Below 25 p.s.i. at 70 deg., ICC regulations cease to govern and almost any gas-tight container can be used. At 25 p.s.i. it is possible to produce an effective aerosol with proper choice of propellants and dispensing devices, provided the container is to be operated at or above room temperature. For all-around usefulness, however, the best possibility appears to lie in the range of about 40 p.s.i. Manufacturers interested in producing low-pressure aerosols are reported to be conferring with members of both the Compressed Gas Mfrs. Assn. and the ICC on a specification for containers at that pressure level.

Postwar adaptations of the wartime high-pressure aerosol container have not been an unqualified success. There has been some trouble with valves which, not being governed by the ICC regulations, have been subjected to considerable experimentation in attempts to simplify their manufacture and use. Efforts to provide an easily operated screw or push-button valve have in some cases caused trouble with leakage and ineffective operation. With lower pressures, however, this does not appear to be a problem.

Beer-can types

Since the beer can is designed to contain considerable pressure, the various can companies naturally have used it as a base for development of low-pressure aerosols.

The container shown in Fig. 1, which is slated for quantity production in early 1948, is made in three pieces (side and two ends). The concave ends give greater resistance to internal pressure and also provide protection for the simple push-button valve which is fitted to one end by soldering. Since this is a side-seam construction, the side wall can be lithographed in the flat before forming. The top of the valve is at least $\frac{1}{32}$ in. below the top rim of the can, which protects it in shipping and makes for easier stacking and storing—in cartons, on store shelves and in mass displays.

The manufacturer started development of this dispensing can several years ago, as soon as it became apparent that, judging from the popularity of the high-pressure bug bomb, a low-pressure unit that was light and safe to use indoors would have immediate consumer acceptance.

The principal problem was the valve. A number of stock valves were tested, but none seemed to meet requirements. The company's manufacturing-engineering department thereupon developed a new valve. The resulting container, designed to hold 40 p.s.i. at 70 deg. F., has been tested and approved by the Department of Agriculture and will comply with ICC requirements, the company says.

The valve consists of a brass housing to which is attached a black zinc die-cast unit that holds a red rubber dispensing button. When the button is depressed with

the forefinger as the can is held in one hand, the spray comes out at a low angle just above the rim of the can. Perfected in 1946, the valve was subjected to a six-months' test, during which the dispensers were stored at temperatures ranging up to 130 deg. F., with the valve being released for one second each day. After minor revisions, the valve was approved for all conditions of normal usage.

Should this container by any accident be subjected to heat as high as 150 deg., engineers say, the expanding pressure of the freon would cause the concave ends to invert and rupture at the seam. Thus the can acts as its own safety valve.

In the design of this container, special consideration was given to users' facilities for quick and economic filling. The can maker assembles the can body and top with the valve in place. The bottom ends are shipped separately. The packager fills the can with the propellant and product while it is, in a refrigerated state, in liquid form. At room temperature, of course, the freon liquid becomes a gas and it is this pressure that expels the product from the can. A conventional closing machine automatically double seams the bottom end on the can.

The can, made of electrolytic tinplate, is designed to hold 12 oz. of the aerosol mixture by weight. First shipments are scheduled for a number of insecticide manufacturers and other products will use the package later. It is said that the usual aerosol insecticide spray will, with this low-pressure dispenser, effectively "dose" an average-sized room in from five to 10 seconds.

Another company which produces beer cans of the drawn type has developed a similar drawn aerosol container which has no side seam. The bottom of this can is concave, but the top has a flattened neck (flatter than the usual crown-closed beer can) with a 1-in. rolled-lip opening to accommodate a special attachment for the particular valve preferred



2. This drawn steel tube was intended to be part of bazooka rocket bomb. The manufacturer of Air-Oma bought a half million as war surplus, designed special brass valve with side spout. Aerosol dispersal gives greater effectiveness to this convenient-to-use room deodorant spray.

by each user. No special valve is required, it is said. This container is made of 28-gauge sheet steel and can be furnished to the user complete with a baked enamel coating inside and outside and a lithographed label if desired.

Reich's deodorant spray

More closely resembling the conventional high-pressure aerosol is the container just introduced by the J. C. Reich Laboratories, Chicago, for its Air-Oma room deodorant (Fig. 2). The pressure built up in this container is not stated, but in any case it is outside the ICC regulations, since these regulations class as non-hazardous any non-poisonous contents of four fluid ounces or less. The package shown contains just 4 oz., which, dispensed as an aerosol fog through a pin-point opening in the nozzle, are said to be sufficient to deodorize 50 rooms.

This package is the result of J. C. Reich's own ingenuity. It is fabricated from a drawn-steel container formed in two halves similarly to the bug bomb which was used during the war for holding cordite in the bazooka rocket bomb. The tube is 6 in. high and 1³/₄ in. in diameter. Mr. Reich bought a half-million of the empty tubes as war surplus at a cost of around \$20 a ton.

The special valve is fabricated of brass in the Reich plant and has a side spout which helps to direct the aerosol spray accurately. The container (except for the valve) is colored an attractive gray blue after filling by a lacquer-dipping operation and a gummed wrap-around

label, blue on silver, is added. The label is printed in blue on a silver pyroxylin-coated paper. Twenty-five of the containers are shipped in a regular slotted corrugated carton—the 25th being an extra designed to be used by the retailer as a demonstrator.

Enthusiastic about the possibilities of the aerosol principle, Mr. Reich is experimenting with the adaptation of his package to several other products, one of which may open up an entirely new field of use.

The glass bottle

The possibilities of ordinary glass bottles as low-pressure aerosol containers are evidenced by the two packages, illustrated in Figs. 3 and 4, which take the new principle directly into the pharmaceutical field. Both packages, developed with their special lever-type dispensing valve by the Gebauer Chemical Co., use ethyl chloride as the propellant medium. Ethyl chloride has characteristics somewhat similar to freon, in that it creates pressure as its temperature is increased, although it is not as volatile as freon. In both of the Gebauer products it serves a double purpose.

The Tannic Spray is for therapeutic treatment of burns. The advantage of applying the drug to burned skin in atomized particles, without the necessity of touching the burn, is obvious. In addition to acting as the propellant, the ethyl chloride serves as an anesthetic—in combination with chlorobutanol also in the solution—to relieve the pain of the burn.

The PMC (phenyl-mercuric-chloride) Spray is for treatment of athlete's foot, ringworm and other external fungus infections. Here the ethyl chloride, which has very low surface tension, is considered particularly efficacious in carrying the powerful drug in minute particles into the tiniest crevices of the skin, where the fungus hides.

Charles L. Gebauer, president of the company, first conceived the idea of using liquid propellants to apply drugs externally back in 1935 and put his chemists to work along that line. The closure valve was the big problem. After long experimentation and in collaboration with others, the present valve was evolved.

As in the case of freon aerosols, the ethyl-chloride mixture must be filled under refrigeration. The boiling point of ethyl chloride is 54 deg.; hence, it builds up pressure rapidly once it is removed from refrigeration. After the bottle is filled, a cork is placed in the neck and a rubber seal over that; part of the cap is then placed over the cork and rubber and as the bottle moves down the line, the final assembling of the cap is completed.

To dispense the liquid, it is necessary simply to tilt the bottle, depress the valve by a strong pressure on the lever and direct a fine jet stream over the part to be treated.

3 & 4. Conventional bottle (left) fitted with lever-type valve holds sufficient internal pressure to spray tannic acid on burns. Ethyl chloride, rather than freon, is propellant liquid; it acts also as an anesthetic. Same package is used by Gebauer for athlete's foot remedy (right). Here ethyl chloride has a secondary use: due to its low surface tension, it carries the powerful drug into skin crevices.

PHOTOS COURTESY GEBAUER CHEMICAL CO.



CREDITS: Fig. 1—Container, Continental Can Co., Inc., New York. Fig. 2—Labels, Alden Press, Inc., Chicago, using Pyro-Seal coated paper by Bradner Smith & Co., Chicago. Figs. 3 and 4—Bottles, Fairmont Glass Works, Inc., Indianapolis, Ind., and Owens-Illinois Glass Co., Toledo, Ohio. Labels, Slawson Label Co., Cleveland, Ohio.



Closed box is shown at left. Opened, it illustrates how a one-piece carton, specially die cut and scored, can be made into a box with a platform base, a hinged lid and place for a leaflet insert within the lid.

HINGED CARTON

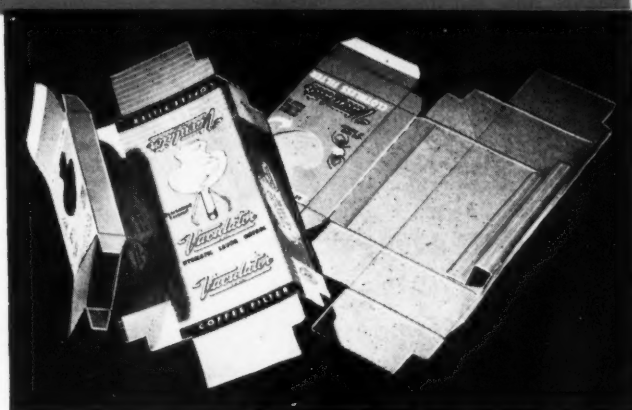
Single piece of board makes folding box with die-cut platform inside to hold and display a fragile filter for coffee maker

With a new type of folding carton, it is possible to have, in one single piece, a box with a die-cut platform base, a hinged lid and seven or more surfaces for the printing of design and sales messages.

Such a package has been designed for the new Vaculator, an automatic clothless filter for drip coffee makers, made by Hill-Shaw Co., Chicago.

Having a quality product that sells for a little more than others in its class, the company felt that something special was required in the way of a package to merchandise the product properly and to place special emphasis on the selling features. These requirements were: (1) that the package permit easy consumer inspection; (2) that its base act as a background for the product, securing it in more than half relief for detailed inspection; (3) that it assemble rapidly; (4) that it provide proper shipping and handling protection for a fragile product made of porcelain and stainless steel, unconditionally guaranteed, which will be replaced by the company in case of breakage or damage, regardless of cause, simply by sending damaged filter and parts plus 10 cents for handling to the company.

The supplier assigned to design construction features turned up with a folding box that is all in one piece, yet by special die cutting, scoring and gluing, can be delivered flat and set up in a few operations into a box that has a die-cut platform in the base to hold the product and a full-skirted lid that is hinged to the base. A shoulder formed on the inside panel opposite the hinge permits the cover to ride (*Continued on page 198*)



Two samples of the glued box blanks show how box is delivered flat to user, scored and ready to set up. Sample partially set up shows construction of base with die-cut platform and form of the flaps which are folded into lid.



Realistic displays aid dealer in merchandising filter. A die-cut slot on illustration of the coffee maker permits demonstration of actual use.



PACKAGE PERSONALITY

The Cheney's line features liquid flavoring "secrets" distinctively packaged in little ceramic jugs closed with corks dipped in sealing wax. Each of the six flavorings has its own jug color and a family label, signed with the Cheney's initials. One of the products—dry seasoning and salad mix—is packaged in metal-end fibre cans, colorfully labeled.

From Los Angeles, Calif., comes a packaging success story. It's a spicy story and revolves around two gourmets, Howard and Bettina Cheney, who recently introduced on the market a specialized line of seasonings and a salad mix. How originality and a personal touch applied to packaging have played a part in building up their business is all part of the story.

The business started as a hobby of the two owners, who have always enjoyed fussing around their own kitchen. It was there that all of their products were developed. It was in this kitchen and their friends' kitchens that the products were tested, approved and judged worthy of sale. The business is as uncommercial as a commercial organization can be, they say, and their company is called simply: The Cheney's.

They are proud of the fact that their products contain no fillers, no substitutes, no cheapening ingredients of any kind. Mr. Cheney is assistant to the president of the Macmillan Petroleum Corp. in Los Angeles; his wife runs The Cheney's office.

They decided at the start that their packages must look "different," express a custom quality and the personalities of people who run a business as a hobby.

The six liquid flavorings marketed are colorfully named: Onion Itself, Garlic Itself, Celery Itself, Maple Itself, Gravy Secret and Beef 'n Stuff. Each is packed in an attractive, colored pottery jug of 3 1/4-oz. capacity. The Cheney's would prefer to use glass jugs and at some future date, when a private mold can be obtained, probably will. Meanwhile, they are pleased with the attention their little ceramic jugs have attracted. The jug has a glazed lining which improves the keeping quality of these highly concentrated flavorings. The necks of the made-to-order jugs are large, so that filling may be done by machinery—about the only concession in design to the mechanics of modern-day packaging. A hand-operated vacuum filler is used, the only difficulty being to get jugs with completely level tops to secure a seal when filling. Large corks are forced well down the necks, which cannot be consistently uniform and round. After testing for leakage, the cork and jug top are dipped in hot sealing wax—an unusual touch that is both functional and attractive. Bubbling of the wax at first caused trouble at this stage of the process as air in the little spout was heated by the wax; to prevent this action, the sealed top is now im-

mediately submerged in cold water after the wax dip.

There was a long search before pottery jugs of the proper quality could be located. Finally, the Cheney's ran across two young ex-G.I.'s, Dale Dorsett and Lee Hutchings, who were just starting up their own pottery at San Marcos. They seemed to know a lot about fine pottery, so the Cheney's asked them to make up some trial jugs. Later a second source was located.

According to Howard Cheney, the labeling of the jugs presented somewhat of a problem, since the surface of the pottery can't be as uniform as that of glass. However, the problem seems to have been satisfactorily solved, there being no trace of label wrinkles or distortion. Labels are letterpress printed on white label stock in black and red, varnished and applied by hand.

What makes the product sell?

It would be difficult to take any credit from the package itself as a selling agent for these jugged seasonings. Yet there are two other merchandising features which have contributed considerably to sales—an accompanying recipe booklet and the fact that the jugs have re-use

two outside companies to do the packaging of the dry and fluid products on a contract basis. As the products conquer new markets, more economical containers and packaging apparatus will be used to reduce costs.

Originality of packaging

The packaging and merchandising of these specialty products show originality and good sense. Here is an outstanding example of how the package and the package alone can be relied upon to do a selling job. Because the products were developed in a modest kitchen, started as a mail-order business, moved to specialty groceries and are only now on their way to larger channels of production and distribution, expensive promotional campaigns were out of the question. The package had to do the selling job and do it economically.

CREDITS: Pottery jugs, Nuestro Mundo Ceramics, San Marcos, Calif., and "Ceramics by Kirk," Laguna Beach, Calif. Labels for jugs and cans, George Rice & Sons, Los Angeles. Fibre cans, R. C. Can Co., St. Louis Mo. Contract packagers—for liquids in jugs, Kent Specialties, Inc., North Hollywood, Calif.; for dry products in cans, H. Schlesinger Co., Los Angeles.

**A tidy business, started by a couple of hobbyists in pleasures of cookery,
is built on packages that give to seasonings the look of something special**

value as cruets and decorative vases. When the seasonings were first offered on the market to exclusive grocery stores, it was not too difficult to get customer reaction to the new package; many customers thought the jug itself worth a chance on the product. Connoisseurs also admitted buying the product to obtain the taste-tantalizing recipes. And incidentally, as the booklet carried a description of each item in the line, it acted as a valuable advertising medium.

Cheney's Choice Seasoning & Salad Mix was one of the first Cheney products introduced. Its success among family friends encouraged the business. The ingredients of the dry mix include about 40% cheese, garlic, onion, celery, a dozen herbs, a wheat-protein derivative, sugar, salt and cracked black pepper.

A proper container was difficult to obtain. A good tinned metal can could not be found, but the Cheney's found a fibre can sprayed internally with paraffin to be an adequate substitute. Two sizes are used, 4 and 8 oz. The large oil content in the cheese at first had a tendency to penetrate the can and stain the label, but this was solved by the proper paraffin lining.

Although The Cheney's employ a variety of specially rigged filling and labeling machinery, many operations are performed by hand. A lack of facilities has made it impossible to have the production and packaging done under one roof and the company has called upon



Handy to use and attractive to keep on the kitchen shelf, each jug comes with a personalized recipe book containing many of the Cheney's private seasoning ideas, which helps to sell other seasonings. When the contents have been emptied, the jugs are prized by customers for their re-use value as cruets and as decorative flower vases.



Products packed in inner container of double-walled can appeal to picnickers and sportsmen. Special opener goes with each brown-labeled can and directions on back panel tell how to "turn on heat."

Components of self-heating can. Conventional inner can (right) with prepared food is inserted in outer shell (left). Tin diaphragm (lower right) placed at bottom of outer shell forms cup for holding water. Cup is closed with disk (foreground) and calcium crystals (center) are placed between inner and outer shell. Ring (lower left) caps the package.



PHOTOS COURTESY HOTCAN CORP.

Self-heating cans for food products, which aroused considerable interest among picnickers and sportsmen just before the war,¹ became victims of the tinplate shortage before they had a real opportunity to test their market. Practicability of the mechanism, however, was established in the use of similar containers by both British and American armed forces.²

Now the Hotcan Corp., Los Angeles, which developed the prewar container and used it for several of its products, is back in the civilian market after several years of production for the armed forces and is making an intensive effort to popularize this specialty package.

The immediate postwar period was devoted to perfecting the method, redesigning the package and augmenting the line. Commercial distribution was resumed in August and early responses have been favorable, according to Leo Katz, developer of the process and president of Hotcan Corp.

Hotcan is both the food packer and the producer of the special heating package. Food is prepared at outside plants on a subcontracting basis, according to Hotcan specifications, with emphasis on good quality of

ingredients and a high degree of skill in preparation. The two beverages in the line, coffee and chocolate, are prepared by the parent firm itself.

The prepared foods are packed in unlabeled cans, size 211 by 414, and delivered to Hotcan in this form. They are then inserted in an outer shell of tinplate, size 401 by 509. At the bottom of this shell is placed a shallow cup filled with water, after which the bottom is capped.

In the space between the inner can and outer shell are placed non-poisonous, non-inflammable calcium crystals, which constitute the heat-producing element. Final capping of the package is with a tin ring, so that the top of the inner can remains the top of the package.

For use, the Hotcan is up-ended and the bottom lid punctured with a specially designed can opener, which comes attached to each can. The opener has an extra-long prong which penetrates both the bottom surface and the upper lid of the water-filled cup. The water thus is permitted to trickle down over the calcium and the chemical action generates heat. After 12 minutes, it is said, the contents of the can are thoroughly heated, all water has drained out of the cup and the can can be turned right side up and opened in the conventional fashion by the can opener. Contents

¹ See MODERN PACKAGING, Dec., 1941, p. 46.

² See "Self-Heating Can," MODERN PACKAGING, Sept., 1944, p. 77.

**Self-heating food container,
with chemical element, is back
for a real test of its specialty market**

remain warm for at least 30 minutes, the packers say.

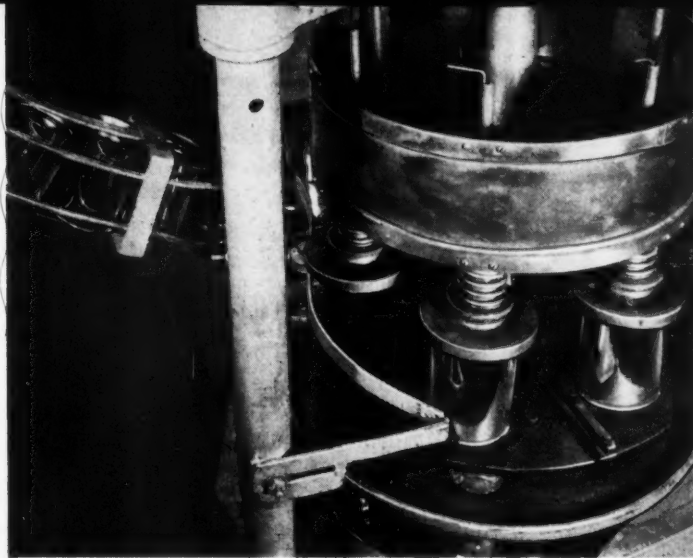
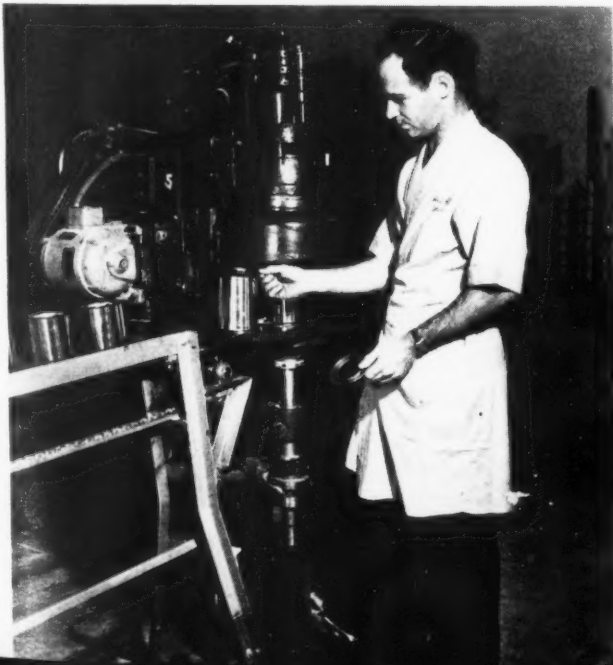
The Hotcan label is built around the brand name, handled in bold, simple lettering, against a background of stylized heat rays, graduating from yellow-orange to flame red. Background color of the label is a rich red-brown, featuring a full-color vignette of the contents.

It is imperative that the initial puncture in the Hotcan be made through the bottom surface and this problem is neatly solved through the placement of printed directions on the label. In order to read the directions, it is necessary to turn the can upside down. At the point in the preparation process at which the can should be turned top side up, the directions are correspondingly reversed.

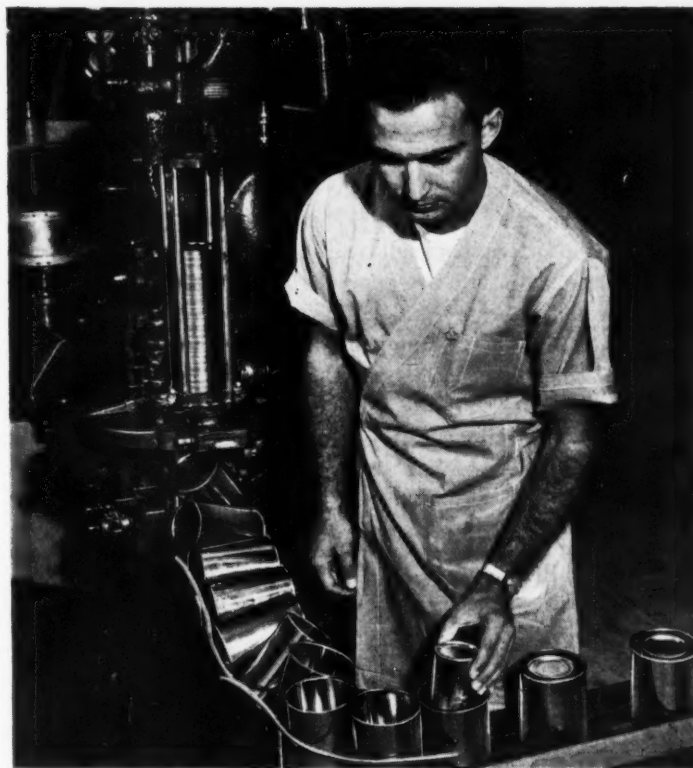
Currently the Hotcan line includes, in addition to the two beverages mentioned, frankfurters and beans, frankfurters in brine, chicken dinner, chicken noodle soup, hamburger with tomato sauce, beef and gravy. Additional items are scheduled.

Initial distribution includes placement in food departments at the May Co., Los Angeles; Bloomingdale's, New York; J. L. Hudson Co., Detroit, and Meier & Frank, Portland, Ore. The line is necessarily priced somewhat above ordinary canned foods and Mr. Katz points out that his ambitions do not include ever completely replacing the kitchen stove. However, his firm believes that the *(Continued on page 196)*

Final process in completing package is application of top ring, which is crimped on container.



Bottom side up, outer shells (fitted with cups) are fed under drum, which releases water in cups.



After water-filled cups are lidded, they pass through a twister, which turns the shell right side up so the inner can of food can be inserted.

From hopper, heat-generating calcium crystals pour in cavity between inner can and outer shell.



PACKER'S PACKAGES

Oscar Mayer's sliced luncheon meats mark first

real effort at pre-packaging in the packing plant

In any pre-packaging development that gets its start by spontaneous demand at the retail level and demonstrates unquestionable sales advantages, the question soon arises: Is the packaging operation best conducted at the retail point—or should it be done right at the start by the producer and shipper?

In the produce trade, where the whole current pre-packaging trend got its start, that question has been argued and experimented with for many months and the conclusive answer is still to come. Against the expense of a packaging installation—along with other factors—the produce shipper must weigh the loss of an opportunity to merchandise his brand name right through to the consumer.

Very much the same question has for a long time been disturbing the meat packers as they watched their meats being cut and sliced by retailers and placed on self-service sale in pre-packaged consumer units. Much more conscious than the average produce grower of the value of brand-name promotion, the packers have hated to see their products on sale in package form bearing no name other than the retailer's. Every important meat packer in the country has been experimenting with pre-packaging—but so far as fresh meats are concerned, all have been defeated by the fact that there has been no practical way to keep fresh-cut meat from discoloration and dehydration during shipment and distribution. Fresh meat must be packaged at the retail point, it appears.

With processed meats, however, it's a different story. Bacon, hams, sausages and luncheon loaves have long been successfully packaged by the shipper. But with the exception of bacon, they have been shipped in the whole piece—and to fit them into his self-service scheme, the retailer has had to cut them up into chunks or slices and re-package, thus destroying the packer's identity. And sliced luncheon meats, cellophane-wrapped in units of convenient size, have proved to be among the most popular of all self-service meat items.

Why shouldn't the packer slice and pre-package all his processed meats, just as he does bacon, and brand the package with his own name?

Apparently Oscar Mayer & Co., Chicago, and Madison, Wis., is the first packer to raise this question and act upon it. Mayer, who originated the Kartridg-Pak* now being employed for wieners and other sausage items by a number of packers, is actively exploring the merchandising possibilities of ready-packed assortments of sliced luncheon meats under the Mayer label. This

marks the first real entry of the packer's brand name into today's pre-packaging, self-service development and even though it is limited at the moment to processed meats, it is significant.

Sold through Jewel stores

Distributing the line primarily through Jewel Food Stores in the Chicago area, Oscar Mayer & Co. is packaging the products in three forms. Wieners, Smoky Snax sausage (a smoked Thuringer variety) and ring bologna are packed in 1-lb. assortments, while liver sausage and summer sausage are sold in "chunks" or lengths of convenient size. In addition, bologna, ham sausage and several types of meat loaves are sliced prior to packaging. Although the program is still in the test stage, with some technical as well as merchandising problems yet to be solved, results to date indicate a promising consumer acceptance for this type of meat pre-packaging.

By purchasing the meat products already cut and packaged, the store eliminates the customary "shrink loss" and does not have to worry about selling sausage ends or odd slices which sometimes move at a loss.

Originally, Jewel handled the cutting and packaging operations in its own warehouse. Shortly after the first of this year, however, packaging was switched over directly to the Oscar Mayer plant. Early wraps were of non-heat-sealing cellophane, closed with strips of cellulose tape, but heat-sealing cellophane was adopted as soon as it became available.

At present, Oscar Mayer & Co. is packaging the luncheon-meat assortments in No. 300 LSAT cellophane, although tests are still under way to locate a packaging material which will further increase the "shelf life" of the products. Actual packaging is still essentially a hand operation, but Carl Mayer, advertising manager, suggests that conveyerizing and further mechanization of the process are feasible if sufficient volume is built up for the pre-packaged line.

In making up the assortments, link items, sausage lengths and slices are first weighed and then placed on the pre-cut cellophane sheets. At the same time, net weight and a coded date are imprinted by rubber stamp on the printed red and yellow Oscar Mayer labels, which carry the Yellow Band trademark and also identify each product by name.

Measuring 1³/₄ by 3 in., the labels bear the listing of ingredients required by federal law and the Department of Agriculture symbol indicating that the products were made under U. S. inspection. Although the

* Marathon Corp., Menasha, Wis.

present labels include blank spaces for net weight, price per pound and total price, only the first and third items will be retained on new labels soon to be adopted. The space allowed for total cost of package will be increased so that it can be marked in by rubber stamp rather than written in with indelible pencil.

On the sliced product, the thin strip of casing around the edge is removed prior to packaging. On chunk items, any casing ends which may be present are also removed, increasing the eye appeal of the product. A small sheet of parchment is placed over the sliced items before they are wrapped. After folding and sealing of the wraps on semi-automatic equipment, the printed labels, coated on the back with a thermoplastic adhesive, are heat sealed in position on top of the package.

Date limits shelf life

The code number stamped on the packages is extremely important to the success of this type of meat merchandising. It indicates the terminal date beyond which the product is no longer considered salable, even though due allowance is made for a reasonable safety factor. The period of shelf-life expectancy runs longest for the uncut sausage items and shortest for the sliced sausage and loaf products, where a larger amount of meat surface is exposed to the air. For the sliced products, allowance is made for a maximum period of four days in the retail store. This is in addition to the day

or so which elapses between the time the products leave the plant, are transported to the Jewel warehouse and finally distributed to the retail outlet.

Experience indicates that the refrigeration requirements for these products are less severe than those for fresh meats. The packaged luncheon meats are carried to the Jewel warehouse in trucks and delivered with minimum delay to the supermarkets in which the selling tests are now being conducted. In the Jewel trucks, sufficient refrigeration for the pre-packaged meats is obtained from the ice-packed produce items carried in the same trucks. The self-service display cases from which the meats are sold, along with packaged cheese, bacon and related items, are kept at a temperature between 35 and 40 deg. F.

Upon arrival at the store, the total sales price, based on the net weight already marked on the packages, is filled in with indelible pencil. Cases are re-stocked each morning and checked two or three times daily for tidying up and additional supplies, if required. Arrangement of product in groups, according to the type of meat, facilitates consumer selection and insures minimum disorder in locating the desired variety.

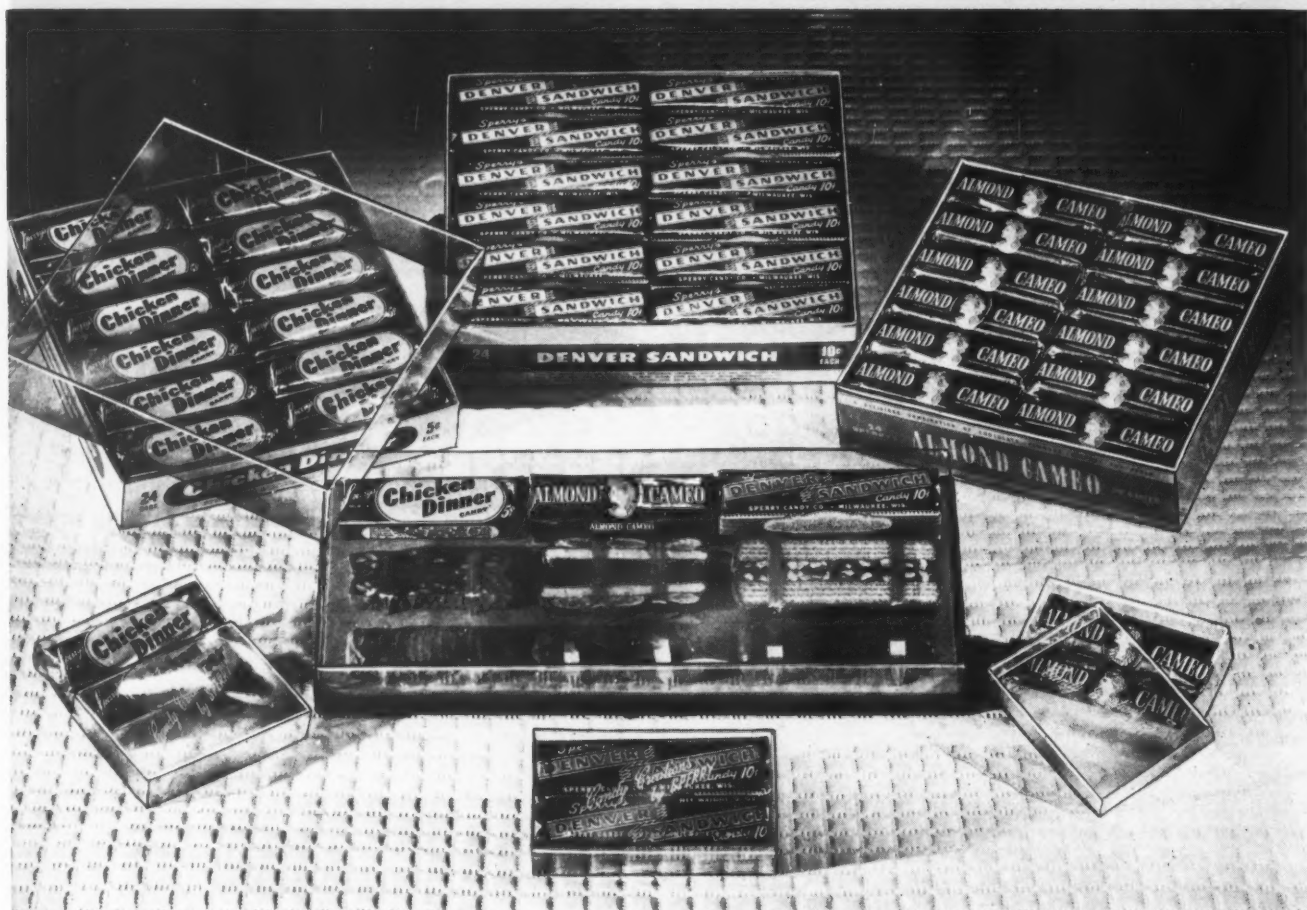
Comparison of sales methods

Jewel is currently retailing the pre-packaged luncheon meats in approximately 20 stores. In 10 of these outlets, the same meats may (*Continued on page 204*)

Mayer's packages are similar to those prepared in retail stores, but have this important difference: Meats are sliced, wrapped and labeled at plant and thus carry Mayer brand name to consumer. Sliced meats are topped by parchment before wrapping; thermoplastic labels are "Mayer yellow" printed in red and bearing U. S. inspection stamp. Code date and weight are marked at plant; retailer writes in price.



SAMPLERS



Transparent acetate packaging used by Sperry Candy Co. to facilitate sampling and merchandising of candy bars includes: small boxes holding two bars, for distribution to potential retail outlets; lid combined with paperboard bottom for 24-bar counter display; clear acetate inner lid for demonstration unit.

With the sugar situation looking up at last, candy makers are again out after new business. In sampling its products to the trade, the Sperry Candy Co., Milwaukee, has developed a new merchandising approach in which set-up boxes and covers of clear acetate sheet are playing a leading role.

As illustrated in the accompanying photograph, this sampling program includes three distinct uses of the acetate containers and lids. These are a special display in which wrapped, unwrapped and cut-open samples of three types of candy bars are mounted; transparent covers for the standard 24-bar set-up paperboard boxes and small acetate boxes which hold two sample bars of candy.

The display container, carried by company sales representatives in contacting drug stores and other retail outlets, comprises a plain slip-cover set-up box with black cover paper, equipped with an inner transparent acetate lid which fits down over the mounted samples. The latter are secured to a flock-surfaced platform, the

wrapped bars glued in position and the unwrapped and cut-open samples fastened to the platform with ribbons. With this merchandising aid, the salesman is able to show the wrapped and unwrapped appearance of the bars, as well as their inner content, without having the samples handled and their appetizing appearance destroyed.

The transparent acetate substitute covers for the regular 24-bar boxes of Almond Cameo, Denver Sandwich and Chicken Dinner candy bars serve a double function. Filled with wrapped wooden "dummies," boxes thus equipped are employed by Sperry salesman to show the line to retailers. Their primary use, however, is to protect such boxes of the bars so that they can be featured as an attractive, pilfer-proof counter display. In actual use, they are fastened to the bottom of the box on all four edges with cellulose tape. Several of the transparent lidded assortments are included in each shipment to a given outlet.

Still a different merchandising approach is employed

**Candy glamorized in clear acetate box;
ties and jewelry in colored vinyl**

with the small transparent acetate boxes holding two actual samples of the bars. These are presented to retail prospects for their own "taste test" by the Sperry salesmen. Bearing the printed notation "Candy creations by Sperry," they constitute a form of good will and institutional advertising because of their re-use value in the home.

All the Sperry acetate boxes and covers are fabricated of 0.010 sheet material using the Oxley method,* in which seams and overlaps are folded rather than secured with a solvent.

The Sperry "visual merchandising" campaign, in swing since early this year, is said to have attracted much favorable comment and to have been influential in winning new distributive outlets for the three types of bars promoted in this manner. The system also won considerable attention at the recent 64th annual convention of the National Confectioners' Assn., held in Chicago.

Shoe sampler

Another interesting application of transparent acetate boxes has been developed by the Nunn-Bush Shoe Co. of Milwaukee. Nunn-Bush now uses a set-up

* See MODERN PACKAGING, JUNE, 1946, p. 130.

acetate box measuring $4\frac{1}{2}$ by $2\frac{5}{16}$ by $1\frac{1}{2}$ in. to house a shoe horn and attractively printed "Giftificate" which when properly filled out is redeemable for a pair of Nunn-Bush men's shoes. The box is tastefully identified in gold lettering at each end with the inscription, "Nunn-Bush ankle fashioned oxfords."

Colored plastic sheet

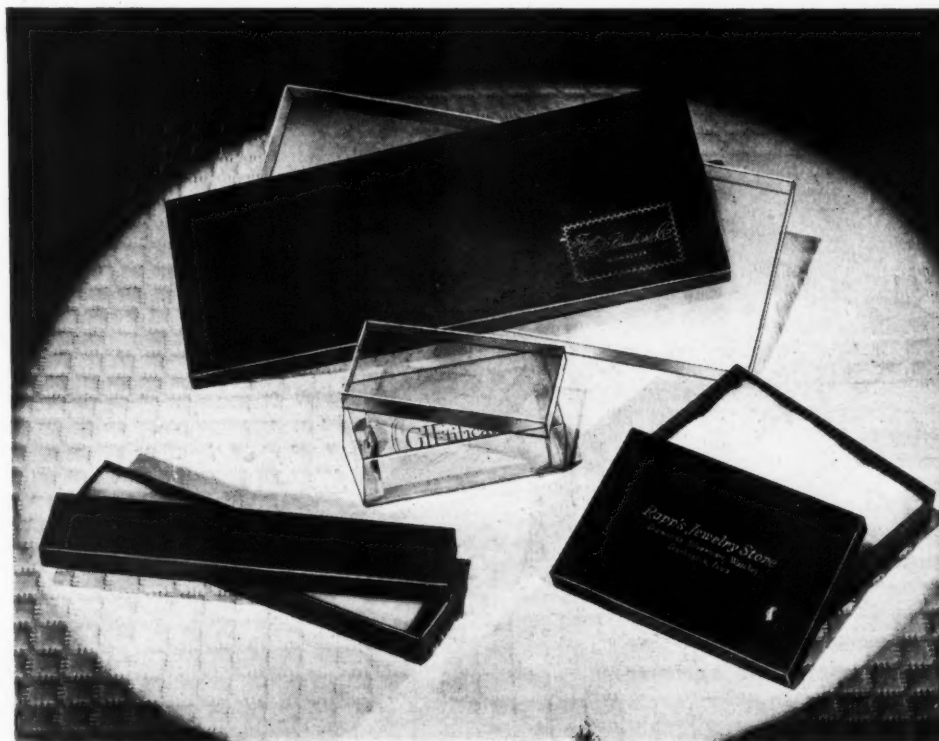
Also indicative of new merchandising assignments for sheet plastic boxes are those being used by Rapp's Jewelry Store, Burlington, Ia., and The Chas. Polacheck Co., Milwaukee, which are illustrated in an accompanying photograph. All are fabricated of 0.010 vinyl sheet material using the same process.

The Polacheck tie box, with lid in red and other bright colors, was originally intended as a special-occasion package but met with such success that the company is now using it for everyday sales. The colored lid, printed with company name in gold, contrasts smartly with the frosty white lower section. The box has strong re-use appeal, particularly since it is sufficiently strong to withstand a considerable amount of handling.

The jewelry gift boxes illustrated are typical of those used by Rapp's for brooches, pins, bracelets and similar items. The narrow box, in green, has a glossy finish, while the blue box gains a distinctively different appearance with its dull matte surface. Both carry the company name imprinted in gold letters.

CREDITS: Materials, Monsanto Vupak, Eastman Kodapak and Bakelite Vinylite. Boxes fabricated by A. Geo. Schulz Co., Milwaukee, under license arrangement with John H. Oxley Co., Watertown, Mass.

Small transparent acetate box in center holds shoehorn and "Giftificate" redeemable for pair of shoes. Opaque boxes fabricated of 0.010 colored vinyl sheet show merchandising possibilities of these containers in retail jewelry and clothing fields. Rapp boxes are light green and dark blue; Polacheck box has red lid and frosty white lower section.



MODERN PACKAGING

1 An over-all reproduction of hand-knit wool covers this window carton used for the packaging of Tern, a new liquid wool-wash to check shrinkage made by Lorraine Compounds, Inc. Back panel of the carton tells uses of this new cleaning agent. The trade name Tern associates cleanliness with the snowy whiteness of the sea bird of that name illustrated on the bottle label. Design, Robert G. Neubauer, Inc., Southport, Conn. Bottle, Hazel-Atlas Glass Co., Wheeling, W. Va. Carton, Container Corp. of America, Chicago. Label, Empire Lithographing Co., New York. Cellophane, Sylvania Div., American Viscose Corp., New York.

2 Stuart Hale Co., Chicago, is test marketing a new — 1-lb. consumer size of chocolate syrup in a metal can with wrap-around brown and orange letterpress printed label. No special attempt was made to relate the design to the company's institutional packages, which are seen but infrequently by the public. Design and label production, A. M. Steigerwald Co., Chicago. Can, Continental Can Co., Inc., New York.

3 This duplex gift box, adopted by Glovecraft, Inc., Johnstown, N. Y., for pre-packaging an individual pair of men's gloves is suitable for year-round gift selling and has the added advantage of presenting pictorially on the box, the main selling features of the gloves.

4 Shoppers can see exactly what they are buying from the line drawings on these folding cartons for Xpray atomizers. The drawing on each depicts the shape of the atomizer it contains. Back and front panels are alike. Side patches explain product. Design, Ben Lewis, New York. Carton, Eastern Display Corp., New York.

5 Tykie Toy "Companion Set" of infant's toys is one of the first items to be marketed in this new type of transparent folding box. Comprised of a die-cut platform insert and a one-piece acetate and paperboard folding box, the container provides visibility, protection and eye-catching four-color printing. Box is fabricated mechanically, shipped flat and quickly assembled. Box, "Plastate," Interstate Folding Box Co., Middletown, Ohio.



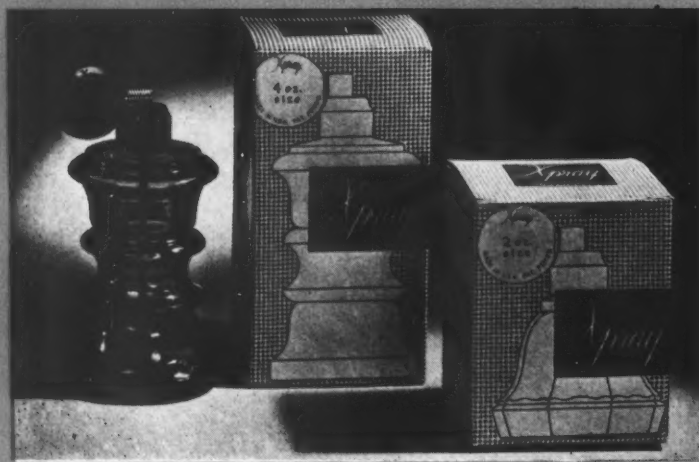
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PAGEANT



6 Heat-sealed waxed paper wraps for four quarter-pound bars of parchment-wrapped butter (see "Innovations in Butter," MODERN PACKAGING, July, 1947, p. 136) are gaining in favor. Four brands recently adopting their use are illustrated. Ess-Kay and Purity brands are designed in two colors, while Breakstone's and Sunburst are three-color printed. All designs have a clean appearance to convey the idea of freshness and purity. Designs, Summon & Summon, New York. Wraps, Paterson Parchment Paper Co., Bristol, Pa.

7 In modernizing the packaging for Mulhen's 4711 line of "Sir" toiletries for men, the bottles and caps, as well as labels, were brought up to date. New labels, four-color printed in maroon, blue, gold and black, are more masculine in appearance. Squared bottle with wood cap completes the new package. Label design and printing, Richard M. Krause, Inc., New York. Bottle, Swindell Bros., Inc., Baltimore, Md. Cap, Thomas G. Appel, New York.

8 Lever Bros.' Rinso package has been redesigned to call attention to the addition to its formula of a new "sunlight" ingredient called Solium. While the familiar green, yellow and white coloring has been retained, the new design is highlighted by a small red patch on the front panel. Back-panel copy and sketches have been revised to explain the new ingredient. Design, Raymond Loewy, New York.

9 McKesson & Robbins' Tawn travel kit is comprised of a vinyl bag made with individual pockets for holding conveniently in a small space all essential toiletries needed by men travelers. Cord fitted through metal ring at top permits kit to be placed on a hanger while in use. Bag, National Transparent Plastics Co., Springfield, Mass., of Goodrich vinyl.

10 For individual wrapping of O'Brien's Almond Butter Crunch candies, a lamination of printed cellophane to aluminum foil provides protection and eye appeal. Individual pieces are twist-wrapped by high-speed machines and vacuum packed in a colorfully lithographed metal can. Wrap, Shellmar Products Corp., Mt. Vernon, Ohio. Cans, Continental Can Co., Inc., New York, and American Can Co., New York.





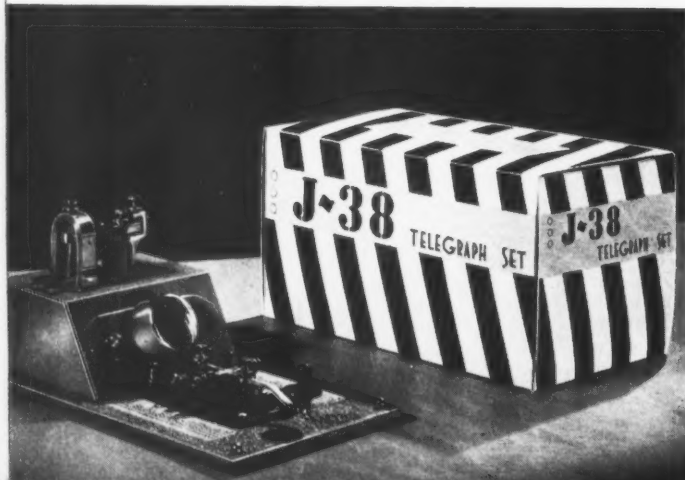
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MODERN



12

11 A departure from the usual Santa Claus and other familiar designs on Christmas packages is evidenced by this cover paper design for Christmas Time candy made by Oswego Candy Co. The Yuletide spirit is expressed by loosely falling streamers, bells, confetti and stars lithographed in pastel shades, with embossed bright gold lettering. Design, Lillian Loudon, St. Louis. Lithography, Oberly & Newell Lithograph Corp., New York.

12 Colorful blue, white and black printed cellulose acetate wraps are used by Lily-Tulip Cup Corp. to package a unit of eight waxed paper cups with lids. Four nested cups face up and four down, with lids in the center. Wraps are sealed with solvent cement and ends tucked into the cups, forming a neat, dust-free package. Wrap supplied by Zellerbach Paper Co., San Francisco, of Celanese Corp. Lumarith. Printing, The Dobeckmun Co., Cleveland.

13 Replica of a book titled "First Hundred Years" forms the container for "Centennial Bouquet" perfume, distributed by Solon Palmer, Chicago, and introduced to commemorate the firm's 100th anniversary. The cover wrap is pebble-coated stock, die stamped in green and gold. The box opens like a book, revealing the bottle of perfume nested inside and a "fly sheet" explaining the new scent. Design, Gilbert D. Snyder, New York. Box, Shoup-Owens, Inc., Hoboken, N. J. Bottle, Carr-Lowrey Glass Co., Baltimore, Md.

14 The Charms Co., Bloomfield, N. J., is marketing its "Cluster Pops"—units of five individual cellophane-wrapped lollipops—in a paperboard folding carton calling attention to the "safety stick" holder made of paper and plastic. The sticks, made by laminating a thin gauge of cellulose acetate over paper during a spiral winding operation, are said to eliminate the hazards of injury to children incident to the wooden stick commonly used to support a lollipop. Safety stick made by Stone Straw Co., Washington, D. C., using Celanese Corp. Lumarith.

PACKAGING PAGEANT



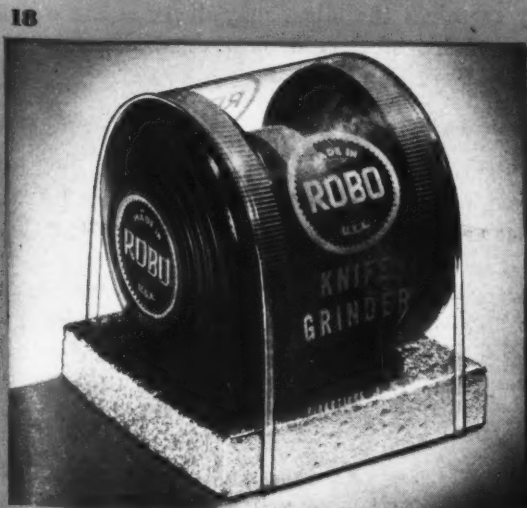
15 Colorfully designed folding carton for packaging the J-38 telegraph set, an educational toy and instructive device for young people, displays product name printed in red telegraph-like type within a yellow band. Background is white with red stripes, conveying an effect of flash signals. Brightness and simplicity are elements used to attract the attention of children. Design, Karl Brocken, Milwaukee. Carton, Hummel & Downing Co., Milwaukee.

16 A combination of board and acetate form this gift box of Mojud hosiery. Dome-shaped lid, top and bottom sides are of 0.075-gauge acetate, beaded on both ends and silk-screen printed on the under side in blue and pink, with central flower design remaining transparent to permit a clear view of hosiery shade. Base and ends are of 0.026 boxboard printed in blue and varnished. The two pieces are joined by cement at the bottom. One end of box is reinforced with a strip of board and perforated with two holes to facilitate opening; this end snaps in under the acetate beading. Box made by Rich Bros. Corp., Brooklyn, using Monsanto Chemical Co. Vuepak.

17 Back again after an absence of five years is General Food Corp.'s Minute Tapioca, appearing in a re-designed carton similar to the old one, but calling attention to its return on the market. A large center patch tells the consumer that she may "Now again enjoy tapioca desserts!" In the upper right corner she is informed that the product is "Back Again!"

18 The lid of a set-up box and a band of acetate beaded along both edges form the container for The Alden Speare's Sons Co. "Robo" knife grinder. Acetate band is folded under the base, holding grinder in place. An information booklet in the base is held in place by the two folded ends of the cover. The base is covered with gold embossed paper; printed in gold on the acetate are trade and product name and copy calling attention to booklet in the base. Design, Creative Packaging Service, Boston. Box, Atlantic Transparent Box Co., Boston.

19 A metal inhaler for correcting unpleasant breath called "Breath-o-lator," is fitted into a die-cut opening on the face of a thin folding carton and held in place by a cellophane overwrap. Inside the carton is a sheet of corrugated board to give the package rigidity and a heat-sealed cellophane packet catch-book holding the Breath-o-lator wafers. Design, J. Gordon Lippincott & Co., New York. Carton, Brooks & Porter, Inc., New York. Wafer packet assembly, Ivers-Lee Co., Newark, N. J. Printed folders, Strawberry Hill Press, Long Island City, N. Y.



UNMISTAKABLE DRUGS



Smart, ethical appearance of typical new packages, above, contrasts sharply with nondescript old packages. Each Schering product is identified by stripes of "Schering royal purple"; classes of hormone products are marked by color of tint block on label and, where various potencies are available, strength is indicated by shape of symbol (circle, triangle, pentagon).

The pharmaceutical manufacturer of specialty prescription products faces the difficult problem of packaging his goods in a conservative yet distinctive fashion. These drugs must gain the approval of the critical physician who prescribes or uses them and yet be outstanding on the stock shelves of the prescription or hospital pharmacy.

Drug manufacturers usually meet this challenge by the evolution of a standardized design or adoption of a "house color" for their packaging. Packages then become familiar to the prescriber and form a recognizable entity when seen on the druggists' shelves.

One drawback to this plan, however, is the loss of individual product identity which results, regardless of any possible variation in package size or shape. When variation also occurs in strength or potency within a single product group, as is frequent with potent pre-

scription drugs, confusion and error occur. The physician experiences difficulty in determining exactly which strength he is administering. The druggist, unless he carefully examines the label, may dispense the wrong potency and his stock-control problem becomes increasingly difficult.

Schering's solution

All of these problems of packaging apparently have been solved by Schering Corp. of Bloomfield and Union, N. J., manufacturers of endocrine, X-ray diagnostic, chemotherapeutic and pharmaceutical products. After four years of study, the entire Schering line of products has been redesigned in a distinctive and effective manner. Careful analysis of competing lines under actual store conditions revealed to Schering executives that packaging in dull or retiring colors blended too readily

**How Schering achieved the double
objective of standout appearance
and positive identity for a wide
range of prescription specialties**

with the surrounding stock. The use of strong or contrasting color was not in harmony with the "professional" nature of the products.

After considerable experimentation, the adoption of a uniform package in white and a house color was agreed upon. Selected for its symbolic relationship to royalty, a special red-purple color was adopted and called the "Schering royal purple." In its use is implied the ex-

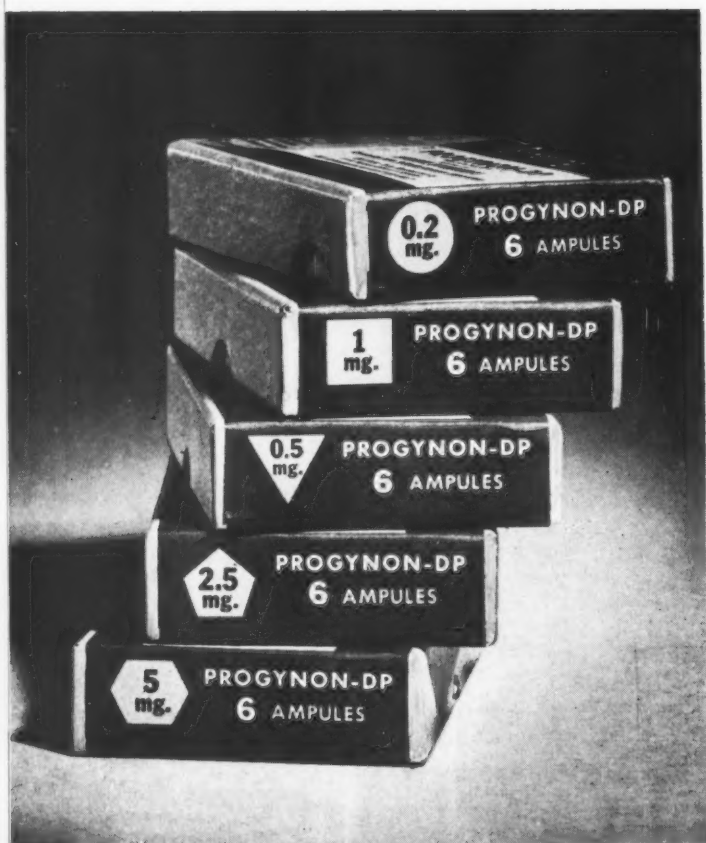
cellence and superiority which Schering believes its products have over other competitive lines.

The color is used uniformly in a wide band encircling the top of each package or across the top of the label on a bottle. In reverse appears the logotype "Schering" in simplified italic type. At the bottom appears a narrower band in colors bearing, in reverse, the company name and address. The basic package or label is white coated stock with a protective coating to prevent marks from handling and shelf wear. Labeling copy is also red-purple, making a single-color printing job in most cases. All standard products, such as the sulfonamides (Sulamyd, Combisul and Sodium Sulfacet-



➤ Middle three shelves of this typical prescription section are filled with Schering products in the old packages. Note how their undistinguished labels cause them to fade in with competitive products on the other shelves.

◀ Here the same three middle shelves are filled with Schering products in new packages. Note how label design and color set them apart from competitive products on other shelves.



Ampuled products in these five boxes are identical except for strength; selling the wrong strength would be a serious error for prescriptionist. Such mistakes are minimized by symbols at left of end labels. Range of potencies runs from a circle, for lowest, to hexagon, for highest.

imide), penicillin, the X-ray diagnostic agents (Priodax and Neo-Iopax) and pharmaceuticals (Baravit, Ludozan and Chlorylen) use this style.

Differentiating potencies

Product differentiation in the hormone products, where the size and shape of the packaging are similar and where there are many different strengths of each product, had always been a problem for Schering, as well as for other pharmaceutical manufacturers. Formerly Schering employed different colors for the label text to differentiate products and a different tint block in the end panels and on part of the front labels to identify strengths. This served only to confuse.

In their new red-purple design and label text, Schering's hormones now are readily located and identified. The endocrine products bear a tint panel, each product having a specific color. Where there is no chance of error, the same color may be assigned to two products if one is a tablet for oral use and the other an ampul or injectable drug. Thus the physician, pharmacist, nurse, wholesaler and even the packaging-line workers in Schering's plants recognize the products by their color block as follows:

Oreton (the male hormone, injectable, testosterone propionate)—rose.

Oreton-M (oral, methyl testosterone)—rose.

Oreton-F (pellets for implantation, free testosterone)—rose.

Progynon-B (the female hormone, injectable, alpha-estradiol benzoate)—tan.

Progynon-DH (oral, alpha-estradiol)—robin's egg blue.

Progynon-DP (injectable, alpha-estradiol dipropionate)—powder blue.

Estinyl (oral estrogen, ethinyl estradiol)—powder blue.

Proluton (corpus luteum hormone, injectable, progesterone)—aquamarine.

Pranone (oral progestin, anhydrohydroxy progesterone)—aquamarine.

Prometron (alpha-estradiol benzoate plus progesterone in one ampul, injectable)—robin's egg blue.

Anteron (gonadotrophic hormone from pregnant mare serum, injectable)—dark buff.

Pranturon (gonadotrophic hormone of pregnancy urine, injectable)—light olive green.

Prolactin (mammotropin, injectable)—grass green.

Cortate (adrenal cortical hormone; injectable, sublingual and pellets for implantation; desoxycortosterone acetate)—copper.

Solganal-B Oleosum (aurothioglucose, injectable)—gold.

The representative color is located on the face of the package to the left. The color is also found in small geometric figures on the end panels of the package. These geometric figures indicate the strength of the product. Five figures are used; a circle, an inverted equilateral triangle, a square, a pentagon and a hexagon, going from the lowest strength, a circle, to the highest strength, a hexagon. These strength symbols also appear on the front panel.

Stock arrangement

It is a simple matter for the pharmacist or stock clerk to maintain the Schering products in order on his shelves. The problem of inventorying is simplified and "out of stock" items are readily apparent.

The Schering "house color" is also employed in promotional literature, on the company trucks and vans, on convention displays, on intra-company memoranda and wherever its identification value is desired.

The new labels for the Schering line of pharmaceuticals were developed by a New York design firm specializing in such color problems. The scheme of product and strength differentiation was prepared by Schering's purchasing, sales and production executives.

CREDITS: Design, Allcolor Co., New York. Labels, Liberty Press, Bloomfield, N. J. Folding boxes and sleeves, Wilkata Folding Box Co., Kearney, N. J. Set-up boxes, Kiernan-Hughes Co., Jersey City, N. J. Glass bottles, Hazel-Atlas Glass Co., Wheeling, W. Va., and Anchor Hocking Glass Corp., Lancaster, Ohio. "Filmaseals" and custom decorating of bottle caps, Ferdinand Gutmann & Co., Brooklyn, N. Y. Ampuls, Kimble Glass Div., Owens-Illinois Glass Co., Toledo. Collapsible tubes, Peerless Tube Co., Bloomfield, N. J.

WEIGHT LOSS AND THE LAW

Weights and measures officials are now talking about legislation to require

"drained net weight" and package standardization; frozen food a prime target

Federal and local officials are moving in the direction of a tightening up of weight standards for frozen foods. They are also displaying increased interest in the subject of standardization of food packaging generally.

Neither of these developments appears likely to result in any immediate or drastic action on a national scale, Washington observers say, but because any ill-advised action is apt to bring unworkable requirements that would disrupt established packaging procedures, the situation requires the closest attention of all food packagers.

Packers are most vulnerable to complaints of slack fill, weight loss through water-vapor loss (especially in frozen foods) and inadequate or misleading labeling. If each packager takes steps to correct such deficiencies, wherever they exist, drastic new legislation may be avoided; if nothing is done, such legislation is almost certain to come eventually.

The Food and Drug Administration is known to be working on identity standards for frozen foods. Frozen foods, of course, are the newest branch of the food packaging industry and the FDA has not succeeded as it has with other forms of packaging in establishing identity, quality and fill standards. The identity standards are just "coming along," officials indicate. They cannot even predict now when these standards will be far enough along to be proclaimed and made the subject of public hearings. Presumably quality standards will ultimately follow identity standards.

"Drained-weight" proposal

Frozen foods packaging came in for heated discussion at the recent National Conference on Weights and Measures, attended in Washington by state and local weights and measures officials from all over the country. These officials indicated pretty clearly that they believe frozen foods should be packaged and sold on a net "drained-weight" basis.

One of the strongest pleas for the drained-weight method of sale came from Dr. G. Hodges Bryant, chairman of the board of the Frozen Food Institute, Inc. He declared that unless the frozen food industry takes voluntary steps to control the moisture content in packages, the industry faces mandatory legislation compelling it to do so.

Within two weeks after Dr. Bryant's warning, the Chicago Department of Weights and Measures advised all food dealers in that city that they must re-weigh all frozen foods in packages at the time of sale. Even though the presumed weight is printed on the label, the Chicago authorities say, the grocer must determine the exact weight at sale for his own protection. Under city law, the seller is liable for any short-weight sale.

An actual proposal was put before the Weights and Measures Conference in Washington to favor selling frozen food on a drained-weight basis. C. A. Baker, New York State director of weights and measures, suggested, "It would seem that the industry itself, by experimentation in their own laboratories, could and should determine the normal weight-loss to be expected on various items as a result of the freezing process and storage under proper conditions for the length of time such items would ordinarily be held in retailers' stores."

Thus, under this proposal, the freezer of, say, frozen peas would figure out in advance the probable shrinkage in weight of the peas and label his package accordingly even though at the time of packaging the peas would weigh more than this amount. The "net weight" printed on the label would be the weight after shrinkage for a normal period between packaging and retail sale.

"All items show a consistent and determinable loss in weight under normal conditions and should be over-packed to allow for such loss, in order that the consumer may be assured of full weight at the time of delivery," Mr. Baker declared.

"All packers of food products have to contend with this problem to some degree, regardless of what processing method is used. Most of them honestly and consistently endeavor to maintain accuracy in weights which are delivered to the consumer. The frozen food industry is not alone in having to face these problems. They are neither entirely new, except in degree, nor impossible of solution, although they may appear so to some few packers who have not had experience in food processing by other methods before entering the field of frozen foods."

According to various groups of weights and measures officials, there seem to be three objectives which might be accomplished if frozen food were sold on a drained-weight basis. One would (*Continued on page 192*)

Timed for the peak lighting season, this combined shipping carton and display merchandiser is being used by Sylvania Electric Products to promote the sale of their unique molded pulp "Handy-5-Pack" for electric-light bulbs. To set it up, carton is cut along dotted lines and back card is slipped over the back flap with gummed stickers supplied with the carton. Entire unit measures only 13 by 21 in. Three of the fastest-selling types of bulbs are combined in the carton.



Display

So realistic it looks exactly like a modern blond wood store fixture is this folding display cabinet made entirely of paperboard, die cut and scored to set up in three dimensions, with shelves for storing individual cartons and with top surface for product display. The life-sized figure of Miss O'Sullivan is constructed so that the figure holds an actual sole in her hands. Design, Kulay Advertising Displays, Inc., New York. Finisher and mounter, I. Fenster & Son, Inc., Brooklyn. Lithography, Columbia Lithographic Co., Inc., New York.

A coin-catch pocket on a midget paperboard display basket is Diamond Match Co.'s impulse suggestion to bolster sales of book and penny-box matches. Measuring 5³/₄ in. at the base, the unit receives a prominent place on tobacco counters. Price circle is on riser piece. Coloring is red, white and blue.



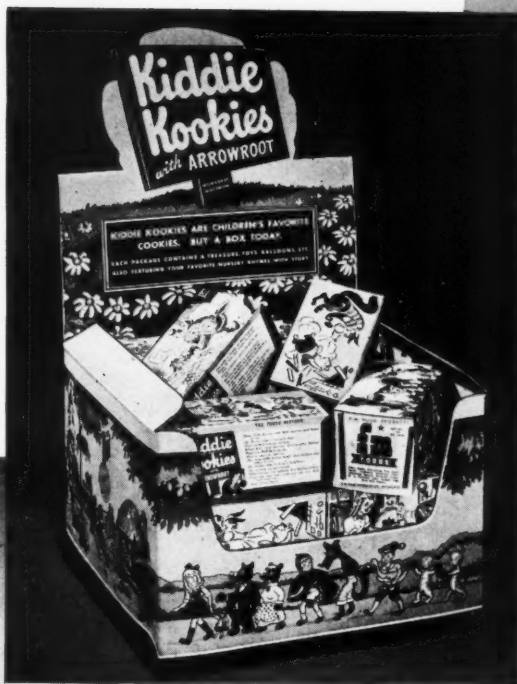
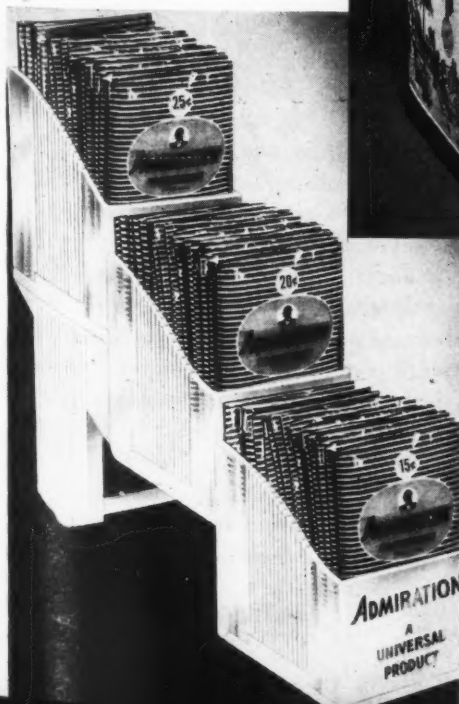
Carstair's bottle, tray of drinks and seal stand out in dramatic die-cut relief against a mouth-watering plate of snacks, reproduced in full color from Kodachrome. Seal holds ball of ruby-red cellophane. The drink tray, covered with aluminum foil, looks like silver. Design, Kulay Advertising Displays, Inc. Finisher and mouter, I. Fenster & Son, Inc. Lithography, Columbia Lithographic Co., Inc.



Gallery



Three transparent polystyrene boxes are riveted to a metal stand covered with a satin-finish aluminum spray to form this stair-step counter display for Universal Handkerchief Co.'s individually packaged Admiration handkerchiefs. Lettering on front of display is hot stamped in gold. Each box holds a different priced handkerchief. Display designed and supplied by Stanley Sapery, New York; manufactured by Cowan-Boyden Corp., Chartley, Mass.



F. M. Products Co., Milwaukee, has introduced a towering 5-ft. island display and a counter display for its "Kiddy Kookies." Floor display, fabricated of 200-lb. corrugated board, has an 18-in. square tray to hold a cluster of individual cookie cartons. Upper portion of unit is die cut from coated-board stock and has a back paperboard strengthener. Silk-screen printing is in 11 colors. Both displays are decorated with characters from nursery rhymes. Counter display, Hummel & Downing Co., Milwaukee. Floor display, Eddy Paper Corp., Milwaukee Division. Silk-screen printing, Frank Mayer & Associates, Milwaukee. Individual cartons, A. Geo. Schultz Co., Milwaukee.

SCOTTISH PACKAGES

**Enterprise Exhibition held in
Edinburgh reveals outstanding
package redesigns and many
new materials applications**



Package group shows trend to maximum simplification of design and elimination of unnecessary Victorian and Edwardian illustrations, decorations and lettering.

The Enterprise Scotland 1947 Exhibition recently held in Edinburgh has a comprehensive section devoted to packaging, as well as a major section devoted to printing. Scotland has been famed for generations as a major book and color-printing country and from this there has developed a considerable packaging industry located principally in Edinburgh and Glasgow, the main printing centers.

The range of packs shown at this Exhibition demonstrates very conclusively, says our British correspondent, that despite all the problems facing the packing and printing concerns in Britain at this time, definite progress has been made. This exhibition is based on the qualities of excellence of design and is sponsored by the Council of Industrial Design; consequently, the

accepted packages may be regarded as the cream of current production. There is evidence of considerable redesigning within the limits of available material to prepare products for both home markets and for export trade. Shortage of tinplate has encouraged ingenuity in achieving most useful packages of other materials. An interesting example is the use in the oatcake industry of a six-sided waxed paper drum in place of the normal circular tinplate container used generally prewar.

Tinplate remains essentially the material for paint, tobaccos, fish, broths and other products. Among the packs shown and produced in Scotland are the attractive Four Square tobacco containers by Doble of Paisley and the Three Nuns tobacco tin drum.

Maconochie's well known food packers have rede-

Molded-pulp containers for the shipment of liquors have led to wide usage of this type of container in Britain. Such containers molded to the shape of the articles they contain are used for the protection of many fragile items, such as industrial glassware, lenses, airplane parts.



signed their oval flat tins for herring and smoked kipper herrings with a minimum of lettering. The same policy has been followed with their Scotch broth and other products. Shortage of paper is evident in the continued use of paint-tin labels which cover only about half of one side of the tin.

Design trends

There is evidence of a tendency toward maximum simplification of design and the elimination of all unnecessary Victorian and Edwardian illustration, decorations and lettering. Emphasis is placed alternately on the firm name or the brand name and the entire design simplified to show a minimum of lettering. The net result has been perhaps that this simplification has reached a stage where the redesigned packs are "too much of a muchness," as for instance, where a pharmaceutical uses almost identical lettering to a table salt and a cotton thread to a bootlace pack.

The alternative trends, noted in a package for Aberdeen macaroni, has been to create a highly individualistic pack by substitution of 1947 motifs for the discarded Edwardian or Victorian relic. In this package, two Gordon tartan bands border the front face vertically. Aberdeen coat-of-arms, a medallion of a prominent city landmark and the name in clear Gothic script complete a unique pack which still retains the clean modernity of the more stereotyped examples.

The Exhibition demonstrated that designers and manufacturers are very alive to modern requirements.

Molded pulp

Of special interest was the exhibit of molded-pulp containers which have been developed to a high degree in Scotland for the shipment of Scotch whiskies. This

development has led to many other uses for this type of packaging. A high percentage of perfume bottles is exported in these containers. Molded pulp is also used for the protection of such delicate and fragile articles as glass lenses, automobile and airplane parts, silencers for electric motors, oil coils, electric clocks and electric fans.

In normal times molded-pulp containers were produced entirely from wood pulp, but in these days of shortages a very high percentage of waste paper is used.

One company, Universal Pulp Containers, Ltd., produces more than 10,000,000 such containers a year. This company can mold the containers to practically any shape and incorporates what it describes as a method of cushioning, obtained by the provision of paneled sides, effected in the molding process, which form air cushions around a bottle or other article to be packed. Protection offered by these containers has been such that a great deal of timber for boxes has been saved, since articles in the molded-pulp protectors require nothing additional than a paperboard shipping carton.

These packages are extremely light, one for a long-necked whisky bottle weighing only 2 oz. This is a big advantage in freight shipments. Compactness is also a feature for shipments charged on cubic measurement. The containers for long-necked bottles nest together and it has been found that 12 ordinary tall quart whisky bottles, complete with the molded-pulp protectors, can be safely shipped in a packing case measuring just under one cubic foot.

The containers may be embossed with the name and trademark of the user and, for customers who so desire, may be colored by adding color to the furnish. If a more elaborate color job is required, this can be done with a spray gun after the containers are formed.



COFFEE CAN

Yuban—cited for simplicity, easy identity, overall tone. Colors—yellow and brown. Distributor, General Foods. Can, American Can. Design, Frank Gianninoto & Associates.



COFFEE CAN

Medaglia d'Oro—picked for "design character," reflecting Italian-type roast. Main colors—red, white and green. Distributor, S. A. Schonbrunn & Co., Inc., New York. Cans, American Can Co.



COFFEE JAR

Royal York—cited for poster-like simplicity. Medallion is brown, outlined in red; name is in white. Distributor, Becharas Bros., Detroit. Jar, Hazel-Atlas Glass Co. Cap, Aridor Co., Div. of Ball Bros. Label, Wheeler Label Co. Labeler, Burt Machine Co. Filler, B. F. Gump Co.



BULK TEA BAG

Eastern Tips—cited for quaint, fresh appearance. Colors—black, yellow and green on white. Distributor, Pietermaritzburg Co-Op Society, Johannesburg, S. Africa. Bag, Thomas M. Royal & Co.



COFFEE BAG

Holland House—picked for dignity, simplicity, feeling of tradition. Colors—brown, tan and white. Distributor, Eppens, Smith Co., Inc., New York. Bag, Benj. C. Betner Co.



BULK TEA CARTON

Orange Blossom—cited for design arrangement, good identification, impression of quality and Oriental origin. Colors—red, white and gold. Distributor, First National Stores, Somerville, Mass. Carton, Robertson Paper Box Co.



KRAFT COFFEE BAG

Wilkins—cited for clear statement of essential details. For restaurant use, back panel has directions for making urn coffee and for storing bags. One-color printed on natural kraft. Distributor, John H. Wilkins Co., Washington, D. C. Bag, Benj. C. Betner Co.



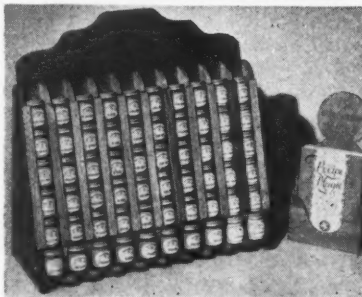
SPICE PACKAGE

Coronet—cited as non-traditional package with convenient closure: perforated metal lid under screw cap. Label is lavender, white, gold. Distributor, Euclid Foods, Cleveland. Closure, Aluminum Seal Co. Lithography and design, P. H. Morris & Associates. Filler, U. S. Automatic Box Machinery Co. Labeler, N. J. Machine Corp.



TEA-BAG CARTON

Sardi's—cited for impression of quality given by design and use of silver as background color, printed in blue and black. Distributor, Sardi's Food Products Corp., Boston.



COUNTER DISPLAY

House of Herbs—wooden rack with 10 slots, each holding six jars of spices; separate recipe-booklet holder. Cited for simplicity, effectiveness and style. Distributor, House of Herbs, Inc., Salisbury, Conn. Display, Willard D. Palmer.



COFFEE ENVELOPE

H & C—cited for smart design in black, gold, red and white; for restaurant use and sale to restaurant customers seeing it. Distributor, Woods Bros. Coffee Co., Roanoke, Va. Envelope, Benj. C. Betner Co.



BULK TEA CARTON

Jewel Green Tea—cited because dragon design and jade-green color clearly denote "tea." Distributor, Jewel Tea Co., Barrington, Ill. Carton, National Carton Co. Liner, Rhinelander Paper Co. Lithography, Western Lithography Co. Filler, Pneumatic Scale Corp.

SPICE FIELD'S BEST

Top award winners in annual competition point up weaknesses of many in the field

Renewed competition in the spice, tea and coffee field and better availability of packaging materials were reflected in this year's Packaging Show conducted by *The Spice Mill*, organ of that trade. There was a record number of entries and in two of the 19 classifications the judges were unable to settle on a single winner, but awarded blue ribbons to two of the entries.

While praising highly the quality of design displayed by the winners, pictured on these pages, the judges took occasion to point out the shortcomings of many of the packages in this field. The average coffee, tea, spice and flavor package, they said, would gain sales-wise if redesigned for greater simplicity, easier brand identification and a general tone more in keeping with the product. Most packages, they said, displayed too much gingerbread in design, too much type, too much information on the front panel.

Tea cartons, as a group, were rated highest in the field—particularly bulk tea cartons, in which classification a joint award was given to Orange Blossom and Jewel Tea brands. Coffee cans and jars also were rated high in modern design principles. Two coffee cans—Yuban and Medaglia d'Oro—shared the first award in that class. The judges felt that coffee bags often failed to reflect the character of the product.

Singled out for special praise were the easy-to-operate closure on Coronet's spice bottle; the House of Herbs line of spices, herbs and seasonings (which won awards in two classifications) and the spun-aluminum bottles used by Magnus, Mabee & Reynard, Inc., for essential oils.

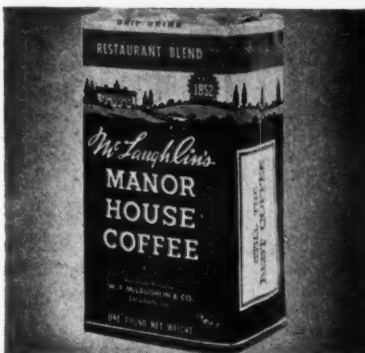
The judges suggested that simplification of package sizes, weights and counts would improve packaging in the tea field, make the grocer's shelves neater and make the housewife's choice less puzzling.

Not pictured here are three of the winners which have previously been illustrated in *MODERN PACKAGING*. These include the Cafe coffee carton (which also took the ribbon in this classification last year); the Durkee line of spices in metal-end fibre cans (which won the award as an individual package last year and as a family group this year) and the House of Herbs "Flavor Cupboard," an ensemble of spices and vinegars in a smart kitchen cupboard (packages shown in *MODERN PACKAGING*, April, 1947, p. 200).

Judges of this year's contest were Henry J. Howlett, secretary of the American Management Assn.; Ida Bailey Allen, home economist, and Gustav Jensen, package designer.



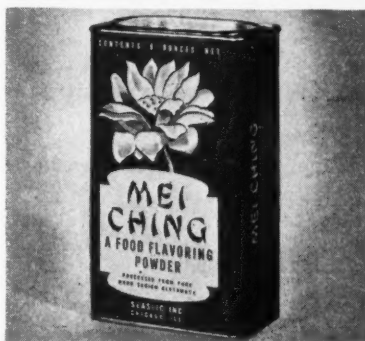
CONDIMENT
Durkee's Famous Dressing—cited for practical bottle shape, effective labeling and closure. Distributor, Durkee Famous Foods. Bottle, Owens-Illinois. Closure, Phoenix Metal Cap, Crown Cork & Seal. Label, Wm. W. Fitzhugh. Filler, Monjonner Bros.



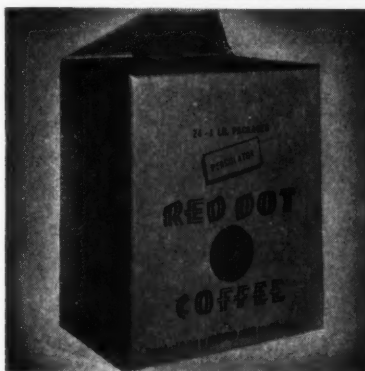
RESTAURANT BAG
McLaughlin's—Outstanding as bag designed to sell; cheerful design in green, white and red. Distributor, W. F. McLaughlin & Co., Chicago. Bag, Benj. C. Betner Co.



FLAVOR FAMILY
Magnus, Mabee & Reynard—cited as outstanding were aluminum containers for essential oils, with red cellulose seals. Labels are brown and green. Distributor, Magnus, Mabee & Reynard. Containers, American Aluminumware. Closure, Du Pont. Lithography, Rode & Brand. Labeler, N. J. Machine.



SEASONING
Mei Ching—Distinctive for lacquer-red and blue coloring, Chinese lettering. Distributor, Sealsie, Inc. Can, American Can. Design, Paragon Art Studios. Filler, Triangle Packaging Machinery Co.



SHIPPING CONTAINER
Red Dot—minimum information on shipping bag, holding 24 1-lb. bags, cited for perky, modern type. Distributor, Fleetwood Coffee Co., Chattanooga, Tenn. Bag, Union Bag & Paper Corp.



FLAVOR PACKAGE
Dainty Dot—cited for clear flavor identity and design motif carrying out brand name. Dots are dark brown against white and red stripe adds color. Distributor, First National Stores, Inc., Somerville, Mass. Carton, Robertson Paper Box Co.



The new lip-rouge applicator, its suede case and its component parts. Ball point is in the refill tube (foreground). Driving rod through plunger washer with synthetic rubber core regulates flow of rouge.

Close-up of ball point, about $\frac{1}{4}$ in. in diameter, which is said to provide a fine, smooth lip line.

BALL-POINT LIPSTICK

A revolutionary new applicator for cream lip rouge—will it change long-established consumer habits?

Interest in ball points is switching from pens to lipsticks. The first ball-point applicator for cream lip rouge, "The Magic Wand," is being distributed by Frank Charmel, Inc.

Development of this new applicator went hand in hand with that of new methods of formulating cream lip rouge. Ordinarily such rouge would have to be applied with a brush. But originators of this formula felt that a more convenient method was needed to apply the cream rouge in a straight, even line.

The ball-point principle proved to be the answer, but a number of engineering problems, differing from those of a ball-point pen, were encountered. In the first place, the ball for the lip rouge applicator had to be about a quarter of an inch in diameter. To release a sufficient amount of the viscous rouge cream when pressure was exerted on the ball point, therefore, required the use of a pressurized plunger placed in the refill tube in which the ball is mounted. This plunger is comprised of a metal cup with an inside core of synthetic rubber (Du Pont Neoprene). The synthetic core is perforated so that a threaded driving rod may be forced through it. The perforation is of much smaller diameter than that of the driving rod, so that the synthetic rubber stretches around the driving rod and forms its own threads. Their grip is sufficient to drive the

plunger assembly forward when the driving rod is turned by turning the cap on the top end of the lipstick. The pressure against the cream rouge may thus be regulated by the number of turns applied to the driving rod according to individual preference.

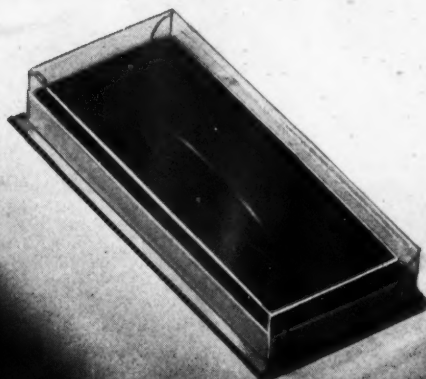
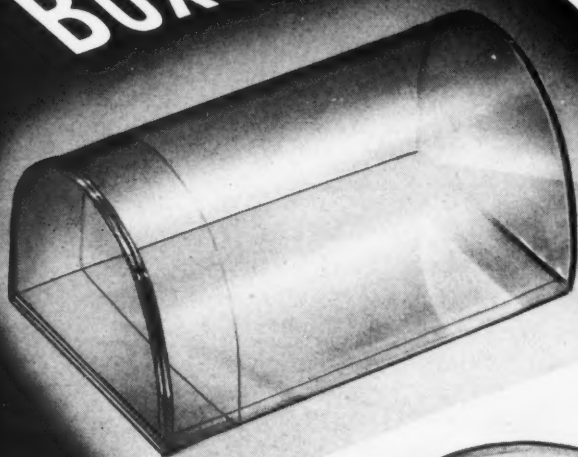
The lipstick is said to be leakproof and not to smudge, as no rouge is released unless pressure is applied to the ball point. It is not possible to force the ball out of the socket by exerting too much pressure on the rouge mass, because the synthetic rubber core in the plunger washer will slip the threads of the driving rod before that much pressure can be applied.

The cases and refill tubes are made entirely of aluminum—the outer case anodized to look like gold with colored caps. The ball point is protected by a removable cap which covers the point when the lipstick is not in use. The applicators are packaged in simulated suede cases. A printed insert describes uses and tells how to open the case to insert a refill cartridge.

The "Magic Wand" is being sold in leading department stores throughout the country. Women like it and many stores are already re-ordering, according to Frank Ware, president of Charmel, and who incidentally is circulation manager of *Newsweek* magazine.

CREDIT: Design and engineering, Wachsman Associates, Chicago. Aluminum, Aluminum Co. of America, Pittsburgh.

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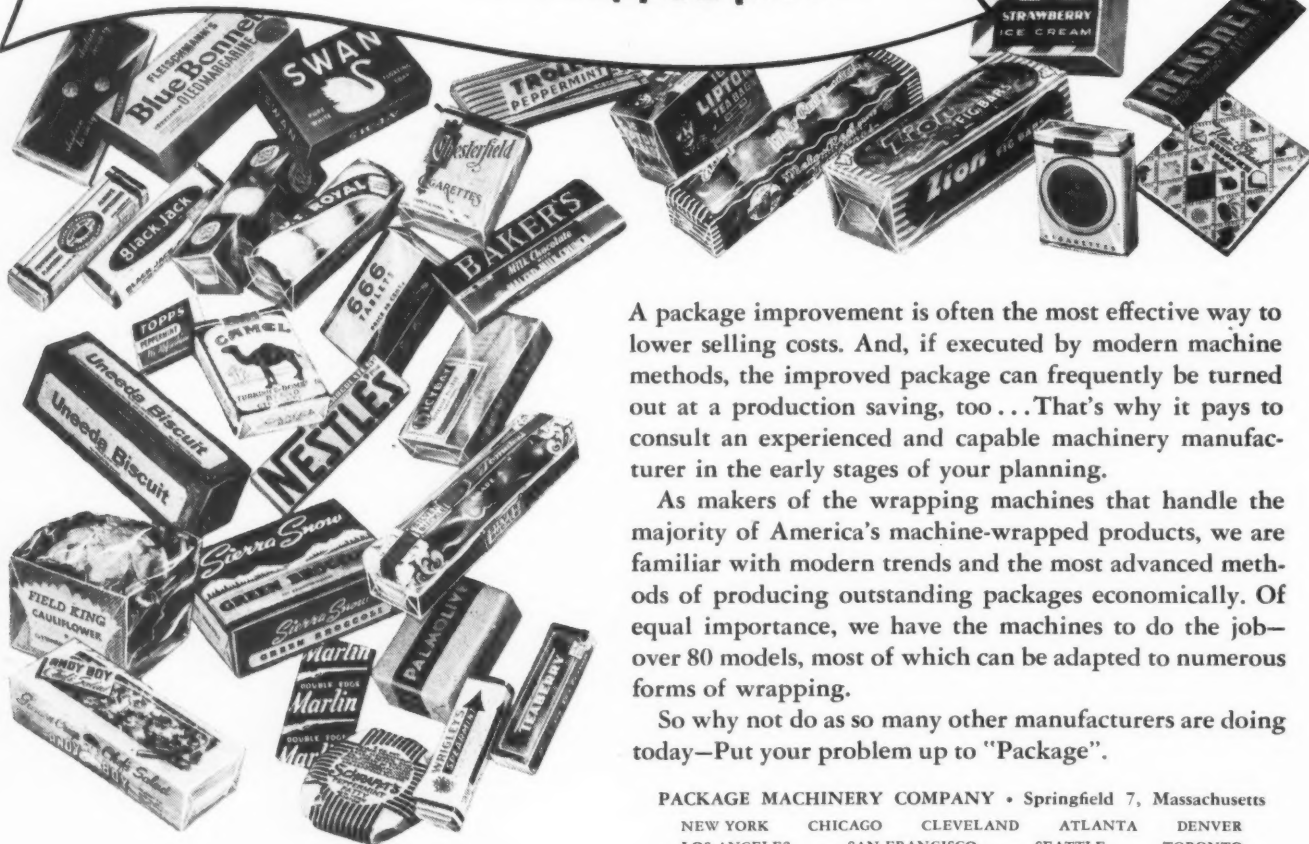
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TECHNICAL

ENGINEERING • METHODS • TESTING

Charles A. Southwick Jr. • Technical Editor

BAACTERIOLOGY of food package materials.

The purpose of this paper is more to try to bring practical solutions to a difficult problem than to emphasize, as has been done too many times already, the seriousness and the urgency of the situation.

For this reason, we will give only a resumé of the bacteriological situation in the packaging of foodstuffs and will present, study in detail and criticize objectively the remedies the laboratories and the industry are offering us.

The complexity of the problem, which we have studied for a great many years, resides mainly in the variety of the materials used for packaging foods and consequently in (1) the differences in bacterial and fungal contaminations, or insect and rodent infestations, in connection with exogenous conditions and (2) the reactions between these materials and the foods they contain in connection with exogenous physical conditions.

Packaging materials

Practically all packaging materials are attacked by bacteria and fungi under favorable conditions. The species are innumerable. While some of them affect several types of materials, others are more specialized and attack only a few fabrics, plastics, papers or rigid materials. It is well known that even iron and steel are attacked by bacteria.

Because of this fact, many manufacturers of packaging materials use means of protection against micro-organisms and insects and their efficiency will be studied later.

Foodstuffs themselves have to be protected against bacterial or fungal contamination and decomposition and against insects and rodents. Sometimes the package is sufficient for this purpose. Other times an increase in moisture content, which is often allowed by the porosity of the material, makes conditions more favorable for growth of micro-organisms inside the package.

From the bacteriological standpoint, maintenance of a given standard moisture content is as important as the tensile strength or the absence of toxicity of the materials used to package foodstuffs. Not only does an increase in moisture always mean greater risks in bac-

A review of problem and available means of inhibiting the development of fungi and bacteria. by DR. LOUIS C. BARAIL*

terial and fungal growth; it should not be forgotten that it also causes a loss in tensile strength and increases risk of breakage of the package, which may result in the spoilage of the contents.

Bacteriological requirements

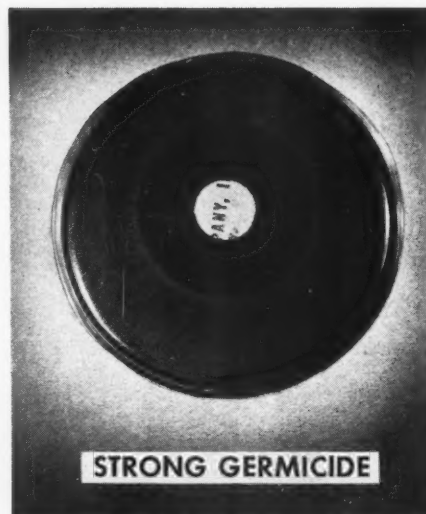
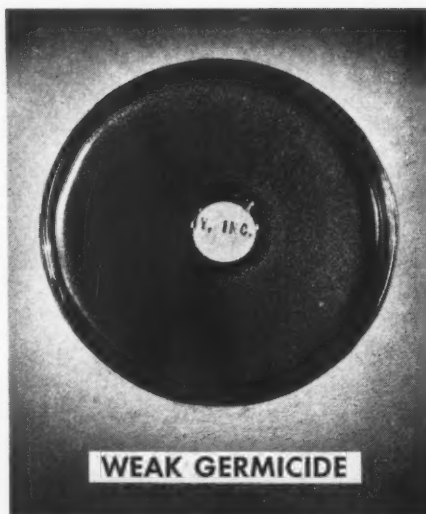
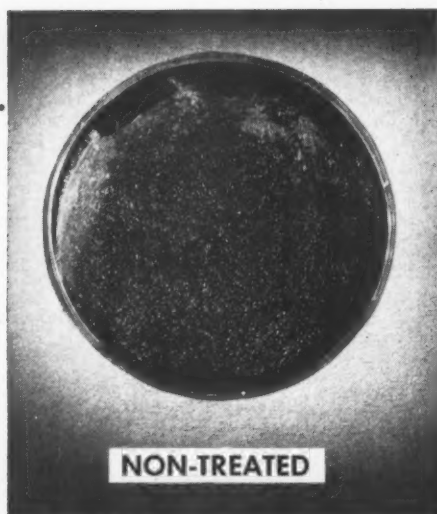
We can summarize the bacteriological requirements of a good packaging material as follows:

1. *It should be germ free and mold free* and, consequently, pass the U. S. Pharmacopoeia sterility test if it is to come in direct contact with foods. This can be achieved two ways: either by sterilization of both contents and container at the same time, which is the most frequent method used, or by chemical sterilization, obtained by incorporating an antiseptic in the material or in its coating.
2. *It should be bacteriostatic and fungistatic*, so as to be protected against exogenous contamination by bac-

The author at work in his testing laboratory.



*United States Testing Co., Inc., Hoboken, N. J. A paper presented at the 1947 meeting of the Institute of Food Technologists.



High bacterial count obtained from a non-treated sample of waxed bread wrapper is contrasted with slight bacteriostatic action of same paper treated with a weak germicide and the excellent bacteriostatic properties of a sample treated with a strong germicide.

teria or molds. This is obtained only by chemical treatment of the material or of its coating.

3. *It is preferable that it also be germicidal and fungicidal*, which will insure complete protection against micro-organisms, by not only inhibiting their growth, but actually killing them.

4. *It should be insect and rodent repellent*, at least when used on the outside of the package.

5. *It should not be toxic* when used in direct contact with foods.

6. *It should not be a skin irritant nor a cutaneous sensitizer* when used on the outside of the package.

7. *None of these qualifications should be impaired* under normal conditions of use such as handling, shipping or by the nature of the food or weather changes.

These bacteriological requirements are of course independent of any other qualifications found desirable by food packers, such as strength, resiliency, durability, waterproofing, fire protection, absence of odor or taste and others.

Let's see whether these requirements can be met under normal manufacturing and packing conditions.

Plant sanitation

At the basis of food packaging as well as of food manufacturing is plant sanitation. We will not dwell on that. We all know that there will always be sloppy food plants because there will always be careless people and black sheep among food manufacturers as there are in every profession or trade. We believe they are a very small minority, although many food bacteriologists disagree with us. They often remind us of the high bacterial and fungal counts found in some samples of all kinds of foods, of excrements and rodents' hair found every day in children's candies and of the filthy and criminal ways of making soft drinks, which result in beverages unfit for human consumption and sold at huge profits without any scruples.

We believe these practices to be the exception, because for a great many years our job has been to assist food manufacturers and manufacturers of packaging materials in improving the quality of their products and we have found most of them very cooperative and eager to sell the best to their customers.

This paper is but a resumé of our investigations and testing results and it is written for technical men who represent the most advanced elements in the food manufacturing plants, with the certitude that they will continue their good work and the hope that the few "undesirable" will finally start to behave.

This is all we have to say about plant sanitation. Knowing that your plants are clean, your foods sanitary, you now have to pack them and protect them on their way from your plant to the customer's table so that their purity will remain unimpaired.

Steam sterilization

One of the easiest ways to impart sterility to packaging materials, when possible, is by steam sterilization.

Steam sterilization has always given very good results with light packaging materials such as wrapping paper, bags and paperboard containers. It is particularly satisfactory with containers used for packing liquid foods such as milk, cream, fruit drinks and with paper and paperboard used to wrap cheese, butter, meats, bread, cakes and other foods.

Steam sterilization is a rather simple process, but quite expensive and requires a great deal of time and labor. Furthermore, as everybody knows, steam sterilization ceases as soon as the packages are opened.

Consequently, if the packaging material is subject to bacteria and mold contamination, it will not be protected and such contamination can of course be transmitted to the foods it contains.

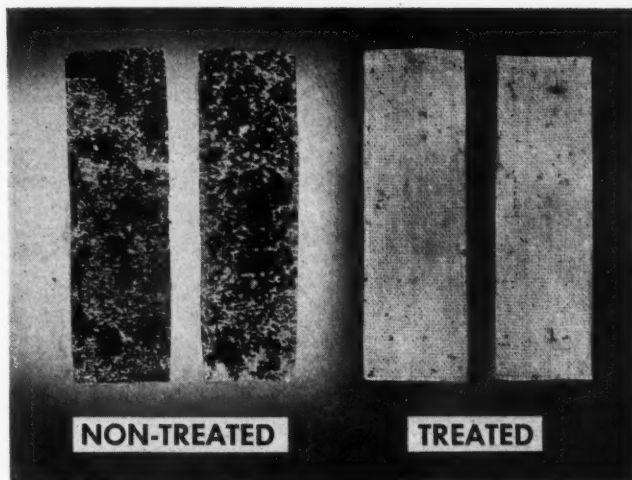
Bacteria and fungi attack causes a discoloration and spot staining of these materials, which are all cellulose

derivatives. Therefore, it is necessary to render these materials bacteriostatic and fungistatic. Such materials will keep their clean and neat appearance for lengths of time which vary with the permanency of the compounds used.

Bacteriostatic and fungistatic materials

A material is said to be bacteriostatic when it inhibits the growth of bacteria. Bacteria that come in contact with it are not necessarily killed, but they do not grow as long as the material remains bacteriostatic. The same definition applies to fungistatic materials with the difference that such materials inhibit the growth of fungi. It is obvious that such materials offer a good protection to foods. They protect foods against contamination as long as they retain these properties. Bacteriostasis and fungistasis are obtained by means of various chemicals which all have complied with the requirements of non-irritating and non-toxic properties previously described. If they have been properly prepared, there will be no contamination inside the package and they will stay on shelves at room temperature for weeks and even months as fresh and sanitary as on packaging day.

It is very important to select materials which have been treated with chemicals that cannot under any circumstances change the appearance, odor, taste of foods, or have toxic properties that could be transmitted to foods and poison the consumer. Comprehensive tests should be conducted before using these chemicals: samples of papers of various strengths, thicknesses and textures; paperboard of various types; fabrics, such as cheesecloth and linen and plastics should be examined for toxicity and for changes in aspect, taste and odor of foods which they are made to contain or wrap. Then the bacteriostatic power should be tested by using the FDA procedure, which consists of placing these materials on Petri dishes inoculated with various bacteria and fungi. The zone of inhibition is measured: a 3-mm. zone is considered as a fair in-



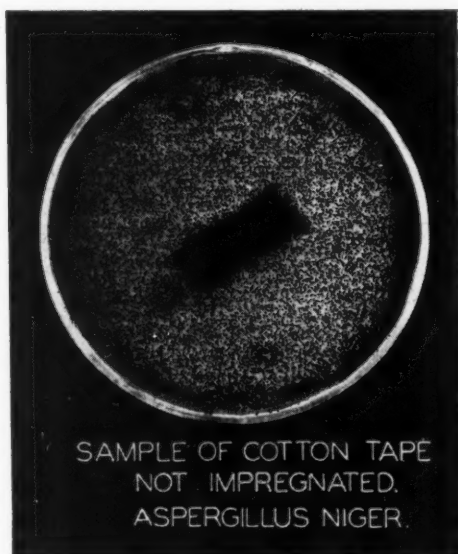
Untreated samples of osnaburg on left show copious fungus growth, while swatches of same cloth impregnated with a strong fungicide remain unaffected. All four of the samples shown here were submitted to mildew (*aspergillus niger*).

hibition; less than 3 mm. would be insufficient. Packaging materials showing a bacteriostasis of 5 mm. or more against *staphylococcus aureus* give quite good protection. When all these requirements are met, these materials have a good packaging value.

Bacteriostatic cellophane can be used for many food products, such as fruits and vegetables, bacon, meats, bread, cakes, pies and cookies. Paper and paperboard will be used for these foods, too, and also for breakfast cereals, dehydrated and compressed foods and pulverized foods. Bacteriostatic cheesecloth will protect cheese and smoked meats, such as hams, bacon, tongue and corned beef for surprising lengths of time. Linen also can be used for this type of food. Plastic containers rendered bacteriostatic will protect solid and liquid foods.

When packaging materials not only prevent the growth of bacteria and fungi, but actually kill them

Showing effects of mildew on a plain sample of cotton tape (left) and sample of same material (right) treated with fungicide, showing a fair zone of inhibition and no growth on sample.



SAMPLE OF COTTON TAPE
NOT IMPREGNATED.
ASPERGILLUS NIGER.



SAMPLE COTTON TAPE-TREATED
INOCULATED AGAINST
ASPERGILLUS NIGER

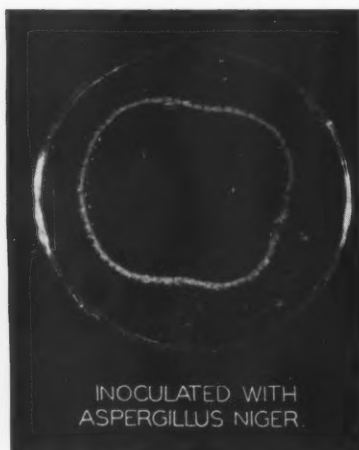
ALL PHOTOS COURTESY UNITED STATES TESTING CO., INC.

WAX PAPER



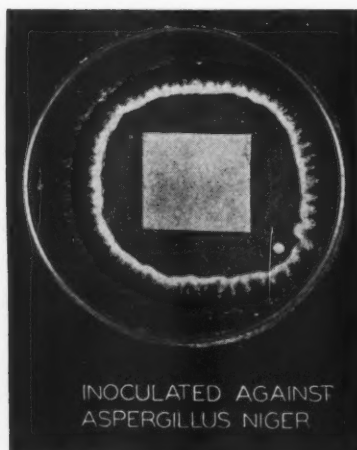
INOCULATED WITH
ASPERGILLUS NIGER

CELLOPHANE



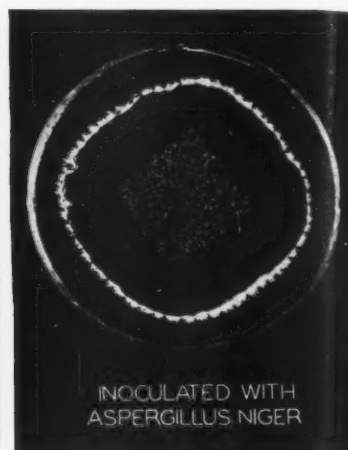
INOCULATED WITH
ASPERGILLUS NIGER

BOXBOARD



INOCULATED AGAINST
ASPERGILLUS NIGER

CORK CROWN LINER



INOCULATED WITH
ASPERGILLUS NIGER

Shown here are samples of various packaging materials that have been rendered fungistatic against *aspergillus niger*, showing the zones of inhibition surrounding mold-free samples.

when they come in contact with them, such materials are said to be germicidal and fungicidal. Such materials give the best protection to foods. Bacteriostatic materials will not always prevent the bacteria from contaminating the foods because as soon as foods are no longer in contact with the material they are no longer subjected to its bacteriostatic power and consequently germs can grow again. On the other hand, by killing the micro-organisms, germicidal materials definitely prevent contamination.

Some packaging materials are completely treated with germicides. The germicide can be incorporated in paper pulp or plastics or on fabrics, but more often it is applied by merely coating the material. This is generally done by mixing a germicide with wax or lacquer, varnish, or any finish used on paper, plastics or fabrics.

Quite a few germicides-fungicides have been found satisfactory. Unfortunately, very few could pass the tests for toxicity. After testing over 400 of these compounds, we found that only a half dozen were actually of interest to food manufacturers. Needless to say, besides passing tests for performance and toxicity, these compounds are not irritating to the skin nor cutaneous sensitizers and do not have any taste or odor. Their chemical entity is such that they do not change the odor or taste of foods and, most important of all, they do not have any enzymatic action. They can be divided into two types: (1) anti-biotics and (2) other chemical compounds.

Semi-permanency

The most valuable property of germicides for food-packaging materials is the semi-permanency of the compounds. *Anti-biotics* cannot be called at all semi-permanent. Their action does not last very long and they are rather unstable. As they are destroyed by acids, they cannot be used for packaging foods having a low pH. They are also expensive, but for certain types of foods they insure very good protection.

Among the *chemical compounds* without taste or odor and of low toxicity, those that are best for packaging dry foods have been found to be the long-chain organic-mercury compounds. Such foods as cereals, cookies, cakes, candies, bread, potato chips, popcorn and other similar foods can be securely wrapped with materials coated with wax mixtures or lacquers containing these compounds at concentrations as low as 1:1,000 to 1:5,000. We are of the opinion, based upon numerous tests, that such compounds can also be used for packaging foods having a great moisture content—even liquids and, for instance, cheeses of all kinds, delicatessen items, ice cream and all beverages. It has been found that when applied inside as well as outside the container, the germicide coating does not dissolve in the food and is absolutely harmless.

However, manufacturers who are prejudiced against mercury compounds will probably be more interested in propionic acid and sodium propionate, which are quite efficient and have a relatively low toxicity. They are satisfactory for foods of short shelf life, but cannot be used otherwise because they lack semi-permanency.

The semi-permanency of long-chain mercury compounds and their power of impregnation of packaging materials is amazing. Tests have demonstrated that such materials can be submitted to severe leachings with water at high pressure and still retain their germicidal and fungicidal properties. Flour or sugar bags so treated were washed several times and retained their germicidal and fungicidal value after these numerous washings.

Finally, a salt of succinic acid is now being tested as a coating for bread-wrapping paper and it appears to be an excellent fungicide of very low toxicity.

Shipping containers

It is recommended that shipping containers be treated also to insure greater protection to the small paper-board or paper packages they contain. It is less impor-

tant for such materials to be treated with odor-free chemicals because they do not come in direct contact with foods. However, certain compounds such as pentachlorophenol have too pronounced an odor to be recommended. We have found that the best results were obtained with the long-chain mercurials already mentioned and with 8-hydroxy-quinoline, the latter being much more costly than the former.

Insect infestation

For a long time insect infestation* caused many a headache to manufacturers of packaging materials. They had to deal with voracious insects such as ants, roaches, silverfish, flies and eventually termites and no insect repellent was known to be efficient against these species. Furthermore, the few compounds that were toxic to them were dangerous to man. It is only with the appearance of DDT on the market that manufacturers have been able to protect packaging materials with compounds that are non-toxic to man when coming in contact with foods at the normal concentration of use. Packaging materials treated with DDT at concentrations of from 0.75 to 5% have been found to kill practically all insects by contact and consequently to afford a complete protection to foodstuffs. Because of that, they not only act as insecticides, but also as insect repellents. The use of DDT is recommended for the protection of dry foods and also for treating outside packaging materials used for wrapping containers of liquid foods. The semi-permanency of DDT-treated materials is satisfactory and lasts at least as long as the packaging materials themselves.

Rodent infestation

We have been able to describe products which definitely protect food-packaging materials against damage caused by bacteria, fungi and insects. Unfortunately,

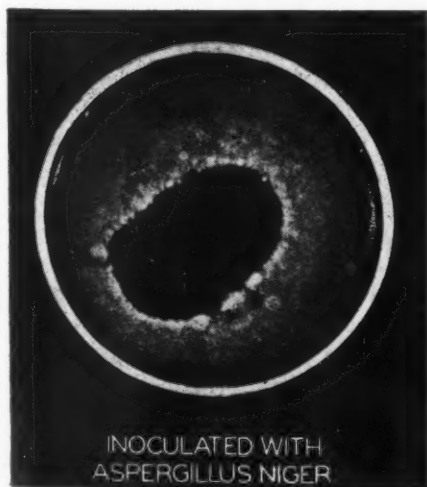
* See also "Insecticidal Barriers," p. 150 of this issue.

there is not a single chemical that can be used to protect foodstuffs against rodent infestation, either as a repellent or as a rodenticide. The only satisfactory rodent repellents are the tar derivatives, which give good protection to a great many materials. However, because of their odor, which is not only strong but volatile, they cannot be used on food-packaging materials. Among the rodenticides, two products are very powerful killers, namely 1080 and Antu. They can be used without danger in warehouses, stores and ships and help considerably in fighting rodent infestation. However, they afford only an accessory protection, as they cannot be incorporated in packaging materials or coatings because of their toxicity.

Both chemicals, but particularly Antu, are toxic to man and domestic animals at concentrations similar to those used against rodents. Furthermore, they do not act as actual repellents, since it has been proved by numerous tests that a rat, for instance, will feed on Antu-treated materials and reach the foods before feeling the first ill effects of the chemical. This applies to all types of rodents, including rats, mice, chipmunks, squirrels, rabbits, prairie dogs and hamsters. Even if the first animal breaking through a treated material should die before he could cause too great damage to the food, the opening in the package would allow many other rodents to feed on the food without risking the toxic effects of 1080 or Antu.

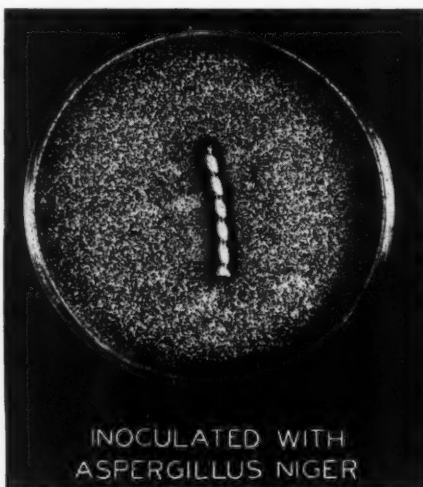
We have tested scores of products that had been manufactured as rodent repellents, yet very few of them were efficient for the protection of paperboard, paper or various fabrics when tested alone. Furthermore, none of them was good at all when foods of any kind were placed inside the materials and the animals could detect them by smell. Under these conditions, they would always break through and eat both the food and the material. Needless to say, they were clever enough to eat more of the food than (*Continued on page 196*)

RAYON RIBBON



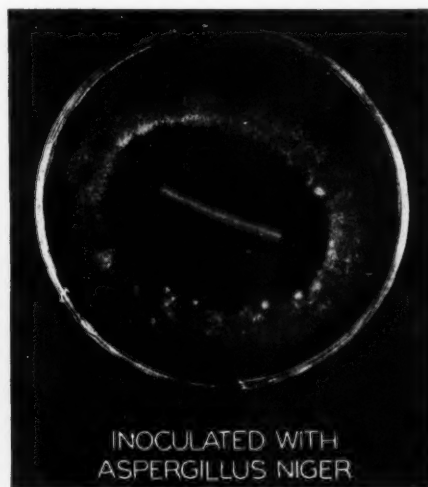
INOCULATED WITH
ASPERGILLUS NIGER

FANCY STRING



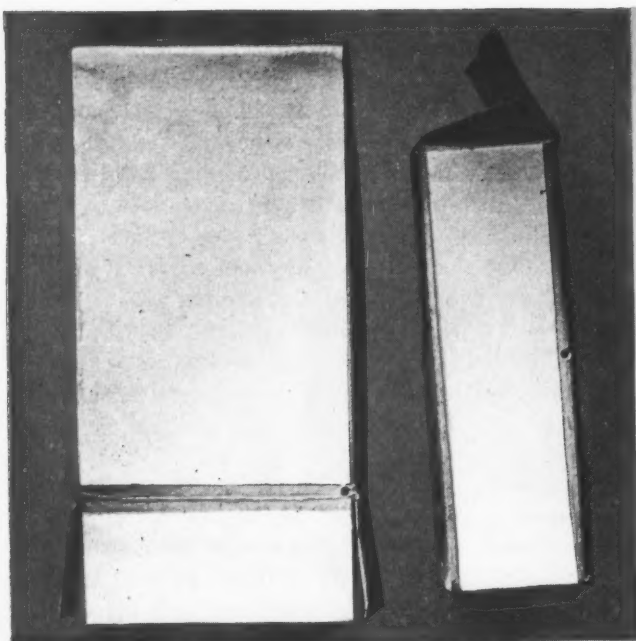
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PLASTIC-COATED STRING

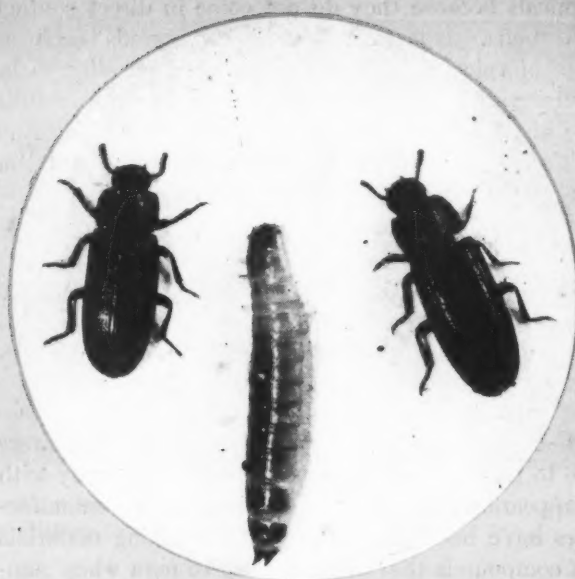


INOCULATED WITH
ASPERGILLUS NIGER

Rayon ribbon sample (left) such as used for gift wrapping, showing good fungistatic properties; fancy string (center) is mildewproof, but shows no external fungistatic properties; plastic-coated string (right) successfully protected against mildew contamination.



1. Cartons bored by *Alphanatus destructor*. Note entrance is made through weak spots in structure.



2. *Alphanatus destructor* adults and larvae magnified three times. Contact with DDT kills them.

INSECTICIDAL BARRIERS

British data on the use of DDT and other insecticides

as impregnants for packaging materials; a summary of

general repellent methods. by BERNARD VERDCOURT*

Insecticides have been used for many hundreds of years in agriculture and it is in this sphere that the ravages of insects are most apparent. Primitive man must have lost the greater portion of his crops through insects and the few known poisons of vegetable origin such as pyrethrins, sabadilla and nicotine were undoubtedly used at an early date. With the rapid rise of synthetic chemistry new materials possessing poisonous properties became available and many of these, particularly arsenicals, proved to be excellent insecticides.

When man began to produce more than his immediate requirements and agriculture became the work of a specialized section of the community, food materials had to be stored and later packaged. In modern times up to 50% of the food eaten by an individual is packaged in containers¹. New insect problems have thus arisen and there is an ever-increasing number of cosmopolitan insect enemies of stored food products.

The habits of the insects in their attacks on packaged

foods have been adequately discussed in a previous article by A. E. Michelbacher (MODERN PACKAGING, Jan., 1947, p. 143). In Britain and other temperate countries the amount of damage done is relatively small. Only a few species survive the winter conditions and under normal storage conditions the number of generations is rarely greater than two. In *Stegobium paniceum* L., for instance, it is only one. This species, however, will survive external atmospheric conditions even in the coldest winters since the larvae hibernate in little cells made out of the food material. This species will serve to illustrate the usual type of infection which occurs in temperate countries. The young larvae are extremely small and can make their way through tiny crevices in a package. Here they feed, pupate and the adults then bore their way out of the package. Some always remain behind and continue to breed. An infected package is therefore a constant source of trouble and should always be destroyed. *Stegobium* adults can readily penetrate board, paper, cork and cellulose-based plastics (Figs. 3, 4 and 5), but in only very few

* Research Staff, Printing & Allied Trades Research Assn., London, England.
¹ In the United States the percentage is probably considerably higher.—ED.

cases is infection caused by insects boring their way into packages and laying their eggs. The same is true of the majority of insects found in temperate countries and completely effective sealing of a package and efficient storage under clean conditions will almost invariably suffice to protect it during its usually short shelf life.

Most of the cases of insects infecting packages in Britain which have been investigated have been concerned with packages of the very poorest design with bad end seals, coupled with storage under dirty conditions. In hotter climates, such as the Southern United States, and under constantly heated storage conditions in temperate countries, insects breed continuously and may have up to six or more generations a year.

The actual activity of insects increases with temperature until a limiting value is reached, a 10 deg. C. rise in temperature resulting in a roughly doubled activity in accordance with the empirical rule well known to physical chemists. Certain insects such as termites (*Isoptera*) are actually capable of digesting cellulose itself, a feat that very few other animals can accomplish. They are extremely destructive to wood and paper.

Under conditions such as these it is necessary either to use metal and glass containers exclusively or to employ laminates or paper products containing insecticides. Glass and metal containers are undoubtedly the safest to use. Even in the case of tins provided with lids, small larvae, mites and mold spores can work their way under the lid unless a strip of sealing material is used round the edges. Differences in temperature, causing varying pressures inside the tin, aid the entry of mold spores. Ordinary paper boxes and bags are in most cases perfectly satisfactory in temperate climates under clean storage conditions, but are readily penetrated in the tropics. Cellophane and ethyl cellulose are as readily penetrated as paper even in cold climates. E. O. Essig² has discussed the most insect-resistant laminates so far discovered. These are boxes completely sealed with a thermoplastic material. Other suitable materials are also described in the same papers.

Preliminary experiments carried out by this author with the beetle *Stegobium paniceum* L. show that though films made from cellulose-based plastics are readily penetrated even at low temperatures, polyvinyl chloride, polyvinyl chloride acetate, polyvinylidene chloride and, to a lesser degree, rubber hydrochloride are much more resistant even at the optimum temperature for insect activity. The samples of polyvinylidene chloride used were of the oiled variety and they appeared to have a slight insecticidal action.

In general the materials which have the greatest insect-resisting powers are also the most expensive. For cheap products they are prohibitively so and are also more difficult to work. What is needed is some simple substance which can be included in the paper or board normally used for packages. A repellent is preferable to a killing agent, but no suitable efficient one is yet available.

² "Insects—Their Relation to Packages and Packaging Materials," MODERN PACKAGING, 18: 11, 135-141 (July, 1945); also "Penetration of Packaging Materials by Insects," by Essig, Hoskone, Linsley, Michelbacher and Smith, MODERN PACKAGING, 17: 11, 109-113 (July, 1944).

Many insecticides acting either as contact poisons or as stomach poisons have been used. Inorganic ones such as the arsenicals and the mercurials are quite satisfactory for use in books, wood and other materials where their highly poisonous nature (to human beings) would be of no danger. Milder antiseptics such as salicylic acid and boric acid are easily incorporated in paper, but their repellent properties are rather inadequate and the food laws of some countries prohibit the presence of these materials in foodstuffs. More toxic organic chemicals such as the pentachlor phenols are of value against molds and termites, but here again they cannot be included in wraps which are to come next to or next but one to a foodstuff.

Use of DDT as an insecticide

DDT and benzene hexachloride, which have proved so extremely efficient for agricultural and sanitary use, are very effective against insects when the chemicals are incorporated in paper products, sacks, etc. Two per cent or less is enough to render a simple sealed paper bag insectproof for many months. The insecticides can also be incorporated in wax and other coatings, though prolonged heating impairs insecticidal power.

Packages treated with DDT remain insect resistant longer than the usual shelf life of most packages, but the killing efficiency decreases with age. For instance a piece of paper varnished with a cellulose-nitrate mixture containing 2 to 3% of DDT was found to cause 100% mortality within 2 hrs. to asparagus beetles which touched it. A year later the same sample of paper, which had been stored under damp conditions, caused only 66% mortality within a week, again using the asparagus beetle (*Crioceris asparagi* L.) for the test.

Although DDT is an efficient and easily applied impregnant for grain sacks and packages for non-edible materials it has been found (by experiment) to be unsuitable for packages meant for delicate foodstuffs. This is true also of benzene hexachloride. Tainting has been reported by official tasters in experiments where soup powders have been packed in cartons treated with 1 to 2% DDT. The soup was contained in an inner liner consisting of waxed paper. In the case of DDT the tainting is slight and undetectable by some.

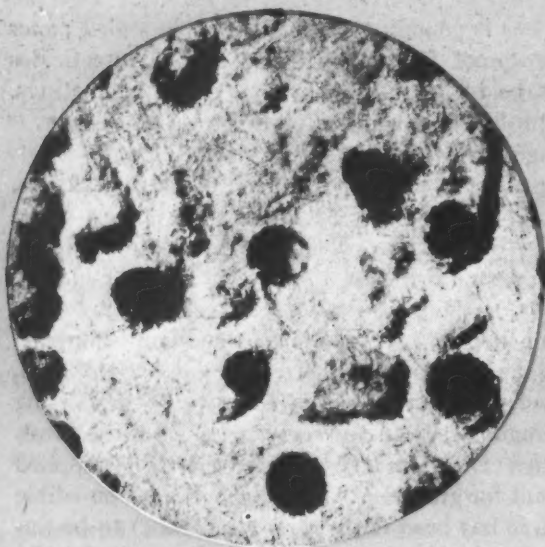
As an outer wrap for large batches of cartons, DDT-impregnated board was found to cause no tainting even after quite long storage. Before use is made of such materials, however, the food laws of the country concerned should be consulted and experiments made.

Effective sealing essential

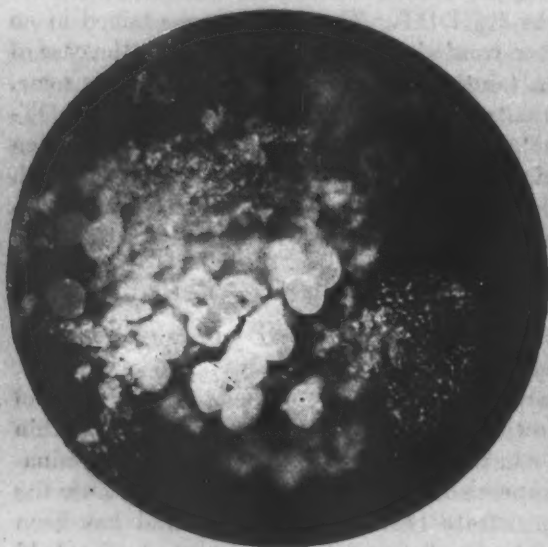
It will not be out of place to emphasize a subject which many writers have frequently mentioned; that is, the construction and sealing of packages. By careful regard to the mechanical principles, even quite a thin package can be made very insect resistant. Elimination of corners and rough patches is important since the insects penetrate best where the material has been weakened by bending or where they can get a firm hold (Figs. 1 and 2). Even more important, and probably



3. Contents of food package show damage to liner by *Stegobium paniceum* L. (natural size).



4. Illustrating the damage done to boxboard by *Stegobium paniceum* L. (magnified 10 times).



5. Eggs of *Stegobium paniceum* L. (magnified) laid on foodstuff. One egg is just hatching.

the greatest protection against insect troubles, is to be very sure that the package is *completely* sealed. Newly hatched larvae of some species are small enough to work their way through crevices of microscopic dimensions. The young larvae of the *Ephesia* moths are only about $\frac{1}{2}$ mm. long although the adults are quite large. When it is considered that some of the adult beetles responsible for the infestation of food are only $\frac{1}{3}$ mm. long it will be realized that some larvae are very minute indeed. The inclusion of the most potent insecticide known will give no protection if even a small crevice remains in the package, since the time needed before death of the insect is long enough to allow it to penetrate the package.

In the majority of cases those insects which gain entry into an impregnated carton will subsequently die inside and do no damage, but the consumer will still be offended and it is just possible that some insect entrants would get in and survive to form a colony.

It is not yet sufficiently realized that DDT is a contact insecticide and that actual contact between the insect and the crystals is necessary if it is to be killed. Through reports in the press and other scientifically inaccurate journals false impressions have become widespread that DDT is an all-powerful substance which causes rapid death to any insect that comes within yards of it. These ideas are gradually being dispelled, but have resulted in many people doubting its efficiency. It is possible to keep *Oryzaephilus surinamensis* alive for months in the same container as a package treated with DDT because they do not climb. *Calandra granaria* under the same conditions is very rapidly killed.

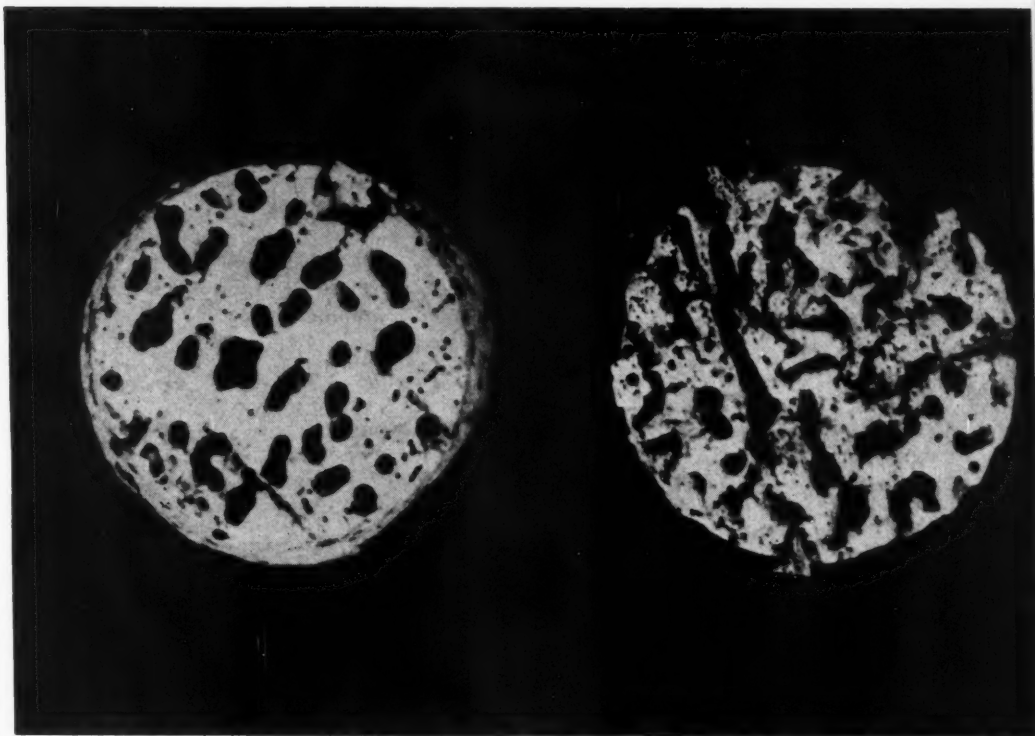
Fumigation treatment

The processing of certain foods insures that all infection will have been eliminated by the time they are ready for packing. In other cases, however, fumigation methods may be necessary. These involve either mass treatment of the material before packaging or treatment of the individual packages before they leave the

factory. The substances used are aliphatic halogens and esters and may be injected in small quantities into packages where they readily evaporate and cause no ill after-effects. The method is in quite considerable use in the United States, but is not yet extensively used in Britain although a large volume of research has been carried out in that country. The necessary materials would become much cheaper if more interest were shown by packagers.

The first experiments in this field were carried out with ethylene oxide and hydro-cyanic acid, but now methyl bromide, isopropyl formate and ethyl formate are employed. Fumigation of finished boxes *en masse* in a chamber should be carried out before they are wrapped in any subsequent plastic material, since many of these films are only slightly pervious to the fumigants. Care must also be taken that the fumigant in the chamber reaches its maximum concentration as quickly as possible, else the insects may develop greater resisting powers. The packages must also be packed so that this maximum concentration or one closely approximating

G. Corks which have been damaged by *Rhizopertha dominica* F. (shown in natural size).



it prevails inside the packages or heap of material; otherwise some of the insects may not be killed. The actual details of the fumigation process and the length of time for which they must be carried out have been discussed in the technical literature.

Post-packaging conditions

Assuming that the package leaves the manufacturer's entirely free from infection, the chances of infection from outside depend entirely on its powers of resistance and on the conditions under which it is stored. Infected packages very rarely leave the modern manufacturer's premises; the great majority of cases of insect trouble are due to filthy storage conditions. Needless to say, the manufacturer gets blamed for a good number of these cases and very often will supply a new package to the consumer although he is perfectly well aware that the fault is not his own. Some retailers have regarded this as an admittance of guilt on the part of the manufacturer and in many cases it is extremely difficult to get the retailer to view the matter intelligently owing to his usually complete ignorance of the habits of insects. Even the spontaneous generation myth is not yet dead in some places, incredible though it may sound.

The cleaning of properly built storage premises is easily carried out. It is difficult, however, where there are cracks and crevices in which foodstuffs can accumulate and insects breed. Such places should be filled in. Stock should be stored clear of walls and ceilings. Any infected materials should instantly be destroyed as they will act as sources of infection to other materials stored in the same area.

Non-packaged foods such as nuts, cheese, bacon and certain drug plants are common sources of infection. Probably the most frequent cases of infection concern

small packages of moist foodstuffs which have been stored for considerably longer than their guaranteed shelf life. In a recent case examined, a small packet of soup which had been kept in a store for upwards of three years was the source of trouble. An efficient system of stock rotation, such as the vast number of retailers use, whereby the oldest materials are always sold first and the stocks are always kept as low as possible, will eliminate this kind of trouble. The same principles apply to the consumer in whose premises non-packaged material is usually the source of infection. Such materials should be kept in tightly closed metal or glass containers and not stored for long.

More care with the cleanliness of storage conditions will eliminate trouble in temperate climates, but in warmer climates it is well worth spending money on building special storage premises. The manufacturer shipping to such climates must design his package for the conditions which he knows to exist there.

Limitations of Insecticides

The new insecticides will help so far as the larger crates and boxes are concerned, but it is not considered wise to employ them in the manufacture of inner wraps. Once the main crate or box has been opened in a warm climate its contents should be stored in special storage places. It cannot be too often emphasized, however, that the mere inclusion of an insecticide in a package is not going to solve all insect troubles. It is more than ever necessary to pay attention to proper designing of the package, bearing in mind the uses to which it is to be put and the conditions under which it is going to be stored. A great deal of information gained during the war is available to those packagers who wish to send their products to tropical or southern climates.

Questions and Answers

This consultation service on packaging subjects is at your command. Simply address your questions to Technical Editor, Modern Packaging, 122 East 42nd St., New York 17, N. Y. Your name or other identification will not appear with any published answer.

Block-resistance test for roll materials

QUESTION: *Our laboratory has been doing work on the blocking resistance of waxed paper and similar materials which we manufacture and sell in roll form. It appears to us that the blocking test which has been suggested failed to take into consideration the pressures which are developed within tightly wound rolls of cellulosic materials which may be exposed subsequently to various temperatures and humidities in storage and shipment. We suggest that the test be performed at elevated humidities, using heavier pressures in long periods and using screw clamps. We would like to have your opinion on these suggestions.*

ANSWER: The problem of correlating laboratory test procedures with actual performance and data obtained from commercial practice is extremely difficult. Most laboratory tests—and this includes the one on the blocking resistance—give reproducible laboratory values in terms of any specific set of controlled conditions. The point which you raised concerning the actual pressure within a tightly wound roll is very interesting because there appear to be no values recorded for these conditions. It could also be possible that there would be a considerable increase in original ply pressures after a roll of cellulosic material had been exposed to high humidities for an appreciable length of time.

Your laboratory should develop data to determine just how well standard test procedures for blocking point correlate with actual conditions and also should attempt to measure roll pressures, provided that such correlation is not good. There is mentioned in the Packaging Institute Test Method and in the Technical Assn. of the Pulp & Paper Industry (TAPPI) Method T477 m-46 of the testing of samples at various humidity levels.

In your case it is suggested that you pre-condition for 48 hrs. at 100 deg. F. and 90% relative humidity. This level should be sufficient to show the effect of moisture on blocking characteristics. A humidity of 90% is to be preferred over one of 95% in dealing with cellulosic materials. The use of pressures greater than 1½ lbs. per sq. in. has been suggested and, as a matter of fact, 3 lbs. per sq. in. is used in some government specifications. It may be that 3 lbs. or even greater pressures should be used for tightly wound rolls provided, of course, that actual measurements indicate such pressures are necessary. However, screw-clamp

arrangements would not be recommended because of the difficulty that would be encountered in developing reproducible conditions.

Increasing the time of the test beyond 24 hrs. is undesirable because of the delay in getting the data and the large number of samples which would be in the cabinets at any given time. It would be far more desirable to develop pressure and humidity conditions so that blocking temperature information could be developed in the 24-hr. test period.

The points which you raise are extremely interesting and show the need for further work on this important test. It is suggested that you contact various technical packaging groups and give them the benefit of your laboratory work and the particular requirements you are attempting to meet.

Packaging of frozen eggs

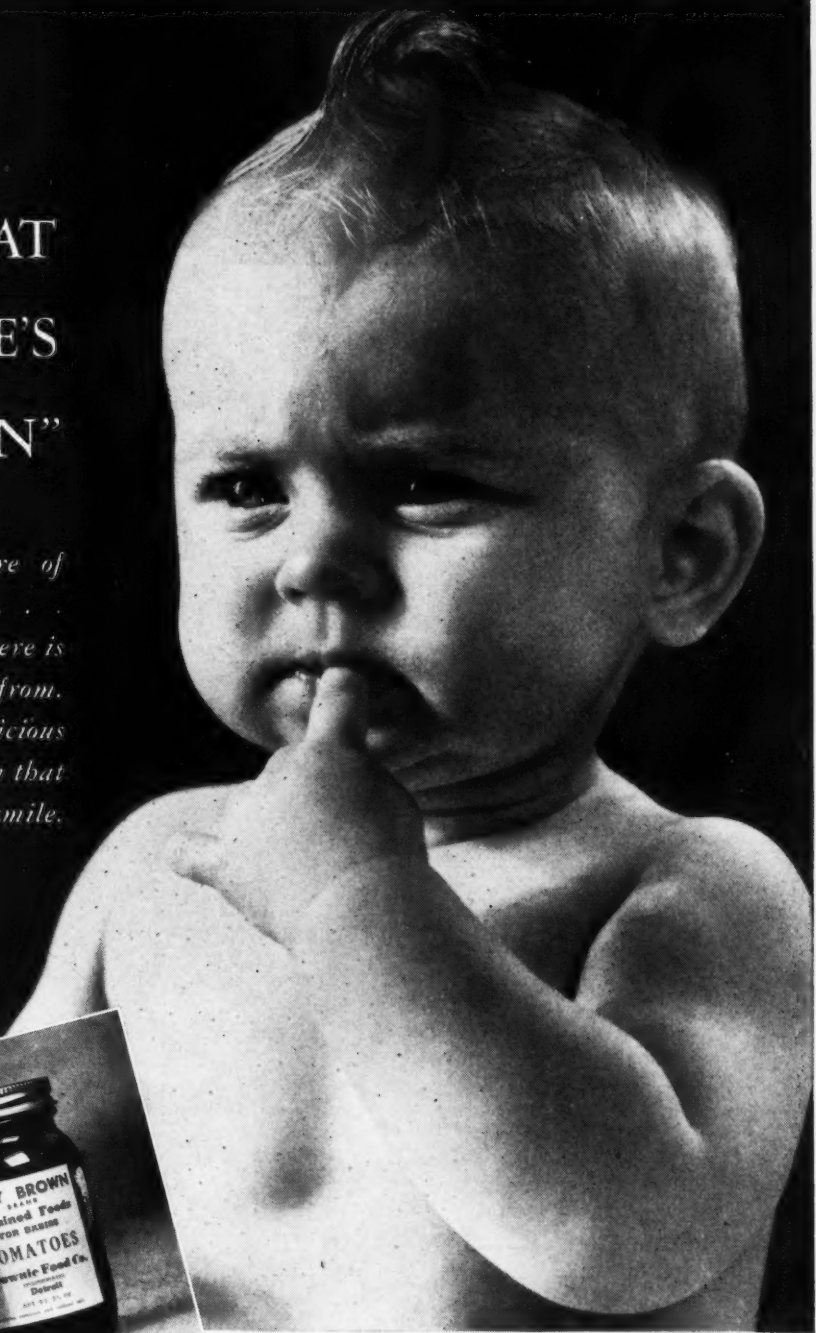
QUESTION: *We are processors and packers of frozen eggs. At present we are experiencing great difficulty in obtaining metal containers in this country (Ireland). We believe that in America alternatives to metal have been used with considerable success and we would like to have information on this matter.*

ANSWER: During World War II various containers were used for frozen eggs after metal packages became unavailable because of restrictions or limited allocations. With time, two such substitute containers appeared to be most generally satisfactory and found the widest use. These two were quite similar. Both were based on an outer container of solid fibre or corrugated board made with special adhesives or board treatments to withstand the dampness from condensation and freezing. In one type the liner was two layers of a heavy-gauge moistureproof and heat-sealing grade of cellophane laminated (to itself) with a flexible waxy agent. The other type was a similar cellophane laminated to a tough, flexible paper with a waxy agent. Both types were made and closed by heat sealing.

These frozen-egg packages gave good results if carefully set up, formed, filled, sealed, handled and used. However, the cost of the finished container, together with the cost of using it, was higher than the metal package. As a result of both cost and durability factors, the egg packers returned to the prewar metal package as soon as it was again available.

WIPE OFF THAT FROWN...HERE'S "BABY BROWN"

Juvenile connoisseurs never tire of Baby Brown Strained Foods . . . they're so dog-goned good and there is such a wide variety to choose from. The mother who tries these delicious foods on his majesty can count on that frown turning into a great big smile.



The Brownie Food Co., Inc. of Detroit, manufacturer of these products, has selected Crown Screw Caps with the patented Slip Rubber Ring for safe, dependable sealing. This is the famous Crown Rubber Ring that gives a positive hermetic seal without sticking to the jar.

It's impregnated for life with a lubricant milled right into it. The ring is vulcanized into the cap, too . . . won't cut through . . . will never slip out in transit or in application or removal. In addition, this cap has the famous Deep Hook Thread construction . . . an exclusive Crown feature which gives greater sealing pressure with any given amount of application force. Crown Cork & Seal Company, Baltimore 3, Md. *World's Largest Makers of Metal Closures.*

CROWN CLOSURES

GEARED *for* PRODUCTION



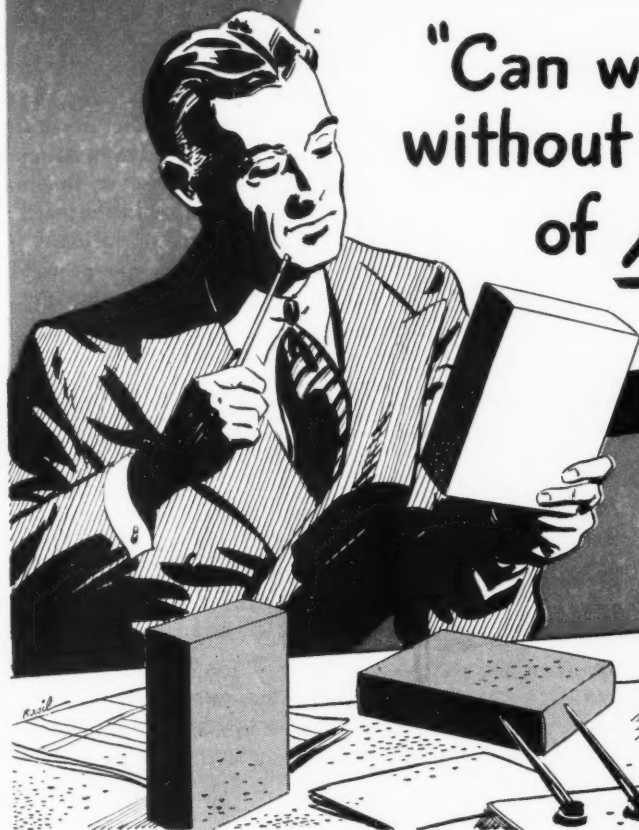
A glance at the illustration reveals a few of the handsome round and oval containers produced on modern equipment by Harcord.

The facilities of our plant are available to meet your requirements, and—since we are geared for fast production—we can offer prompt and efficient service on quality containers.

HARCORD MANUFACTURING CO.

A Division of the Meehan-Tooker Co.

152 BAY STREET • JERSEY CITY 2, N. J. • PHONE: DELAWARE 3-1212



ASK YOURSELF FRANKLY—

"Can we afford to be
without the Selling Force
of A.C.M. Cartons?"



WHY THESE CARTONS
ARE TOPS:

Whiter—brighter—smoother
—tougher—more uniform—
more rigid—non-yellowing
—fold better—print better.

The Secret is in the SURFACE!

Your first look at an A.C.M. Clay Coated Carton will convince you why you need them for today's competitive markets:

Colors are more brilliant, sparkling, attention-getting ...the gleaming white, smooth surface is non-yellowing, retains its clean, attractive appearance on dealers' shelves...the design, either in letter-press or lithography, is reproduced in finest detail!

Year after year, more merchandise-minded manufacturers are changing from drab, colorless, uninviting packages to tasteful, colorful, eye-arresting A.C.M. Clay Coated Cartons. Why don't you investigate the selling force of these famous cartons for your products now?

AMERICAN COATING MILLS

Division of Owens-Illinois Glass Company
America's Largest Producers of Clay Coated Folding Boxboard and High Quality Printed Cartons
Elkhart, Ind. • Chicago • New York • St. Paul • Memphis • Grand Rapids
Affiliated Company: Modern Packages, Inc., Memphis, Tenn.

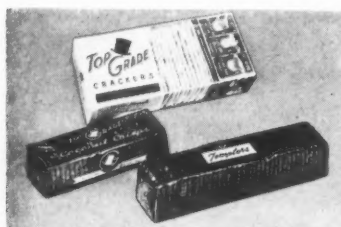
A.C.M. Clay Coated Cartons
and carton board



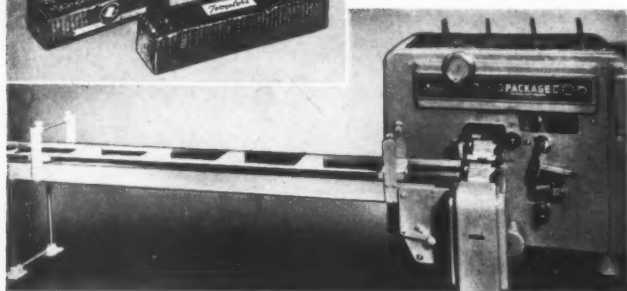
Equipment and Materials

WRAPS BAKED GOODS WITHOUT TRAYS

Package Machinery Co., Springfield, Mass., announces that its Universal Model 4 can now overwrap crackers and cookies without a cardboard or tray. The machine can also apply



the special wrap with "zipper" opener, developed by Milprint, Inc., Milwaukee, which provides a cap that may be



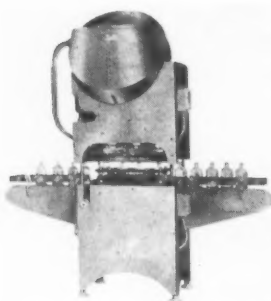
replaced on the crackers after the package has been opened. The machine accommodates a wide range of package sizes, changeovers being made by a single hand-wheel adjustment. Photograph shows machine and wrapped packages it produces.

PROTECTIVE PADDING APPROVED BY RAILROADS

Wood Conversion Co., St. Paul, Minn., announces that its protective padding material, "Tufflex," has been approved by the railroads' Classification Committee for the packing of furniture and is included in the new Supplement No. 32 of CFL No. 17, effective Oct. 1, 1947. The new specifications refer to the product as "wood fibre felt blankets consisting of new wood fibres felted and bonded together in a homogeneous mat of even thickness." In order to meet the approval of the railroads, this material was subjected to rigorous tests for resilience, shock absorption and non-abrasive characteristics by leading laboratories, according to the maker.

AUTOMATIC STRAIGHT-LINE SCREW CAPPER

A new, improved, automatic straight-line screw capper, with a speed of 150 containers per minute, is being offered by Pomona Machine Works, Pomona, Calif. The machine handles metal or plastic caps in sizes from 18 to 72 mm. and



applies them to cans or bottles of any shape from 2 to 15 in. high and from 1½ to 6 in. wide. Caps from the large hopper at the top of the machine are mechanically positioned into the cap-feeding line at a rate automatically controlled by the rate of use. As each bottle enters the capper, it is positioned and held by rubber

belts, moving at line speed, while the cap is screwed down and tightened. Bottle-size changeover is accomplished by a simple adjustment of two hand cranks, while cap-size changeover is completed in 15 min. or less, the manufacturer states. The maximum capping rate is rarely exceeded even on quantity production lines and the quick changeover time and adaptability to uneven rates of production make the machine economical for both large and small plant operation. The company reports its operating economy has been proved by over three years of operation on bottlers' production lines.

APPOINTS EXCLUSIVE DISTRIBUTORS

Frazier & Son, Belleville, N. J., manufacturers of the Whiz-Packer filling machine, announce the appointment of three companies as their exclusive national distributors: Simplex Wrapping Machine Co., Oakland, Calif., for Western states; Miller Wrapping & Sealing Machine Co., Chicago, for Mid-western and Southern states, and Amsco Packaging Machinery, Inc., Long Island City, N. Y., for Eastern states.

DISPENSES SELF-ADHESIVE LABELS

Designed for use with rolls of Kum-Kleen self-adhesive labels, the plastic dispenser shown, developed by Avery Adhesive Label Corp., Pasadena, Calif., speeds up the hand labeling of small items. Its self-threading construction permits rapid loading, while the simplicity of its operation makes it possible for an operator to label small items with one hand. Tape extends over the top edge; the operator



merely pulls the glassine tape which carries the labels and an individual label emerges ready for application without moistening. Rolls of labels up to 1¼ in. wide can be handled or two rolls totaling not more than 1¼ in. in width may be used simultaneously.

CARTON BOTTOM-SEALING MACHINE

Model B-60, a new packaging machine with controlled pressure sealing, made by the Battle Creek Bread Wrapping Machine Co., Battle Creek, Mich., is said to create a bottom seal that is stronger than the paper of the carton itself. Applying up to 1½ tons of pressure against the bottom flaps of a carton, the machine forces the glue into the fibres of the paper to weld the surfaces into a nearly homogeneous material. Precision control of the pressure permits adjustments for different stock and carton sizes. Knocked-down cartons are manually fed to the machine and operations of applying the glue, folding and pressure sealing the flaps and placing the cartons upright on the conveyor for filling are fully automatic. A heavy-duty machine for large packaging operations, it produces 60 to 90 bottom-sealed cartons per minute, depending upon the carton size, and handles cartons varying in length from 4 to 10 in., in width from 1½ to 7 in. and in thickness from 1½ to 4 in., with an

**FRONT PAGE
NEWS**

THE WALL STREET JOURNAL.

NEW YORK, THURSDAY, MAY 19, 1947
What's News—

Business and Finance

THE SENATE late yesterday voted...

...Poor Service Hits...

...Sales as Costs Climb...

...at Retailers'...

World-Wide

U.A.W. Tunes Down Ford Wage Offer

...and...

Footwear Production

...

...

Business Bulletin

Cost Cutting

On Trends in Industry and Finance

A Special Background Report: New Machines Slash Production Costs—from Determics to Ice Cream

Non-Stop Dairy Cuts Labor 25%: Prefab Press Makes House Wall in 8 Minutes

Steak Cooked in 60 Seconds

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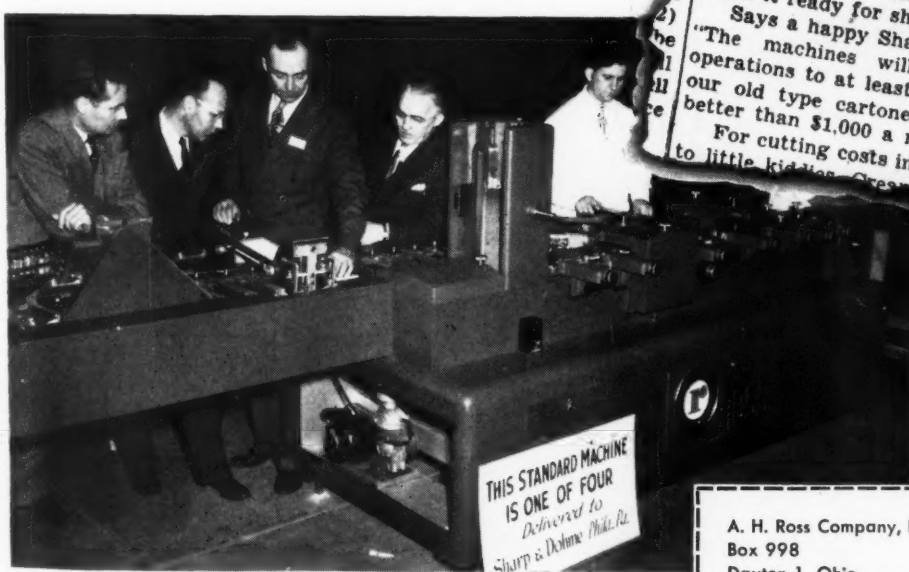
...

4 ROSS AUTOMATIC CARTONING MACHINES

SAVE \$1000 PER MONTH

Can you afford to overlook the assured savings that the Ross way of mechanized cartoning provides? For Ross machines save in two ways: first, through trouble-free operation at high production rates; second, by their ease of adjustment. A change from one size carton to another can be made in a few minutes without substituting interchangeable parts. It's done by setting dial controlled units that are permanently affixed to the machine bed.

Ross cartoning machines operate quietly. They need no lubrication except for the motor. And there is no reciprocating movement or stop-and-go motions to cause wear. Learn all about this new and better way to carton everything from pill bottles to spark plugs. Use the coupon.



A. H. ROSS COMPANY, Inc.
PACKAGING MACHINERY
Subsidiary of Rockwell Manufacturing Company
P. O. Box 998 • Dayton 1, Ohio



Boxing Bottles
Getting bottles into cartons is a big item with drug companies. Getting the bottles in fast and neat means dollars saved. Sharp & Dohme, big Philadelphia drug firm, has installed four Ross Streamline Cartoners. These nimble machines open a carton, insert a circular, folder, dropper when necessary, and a bottle or tube, close the carton, and stack it ready for shipping. Says a happy Sharp & Dohme spokesman: "The machines will speed our packaging operations to at least double the output from our old type cartoners. The saving will be better than \$1,000 a month." For cutting costs in a big business catering to little kiddies, Creameries of America, Inc.

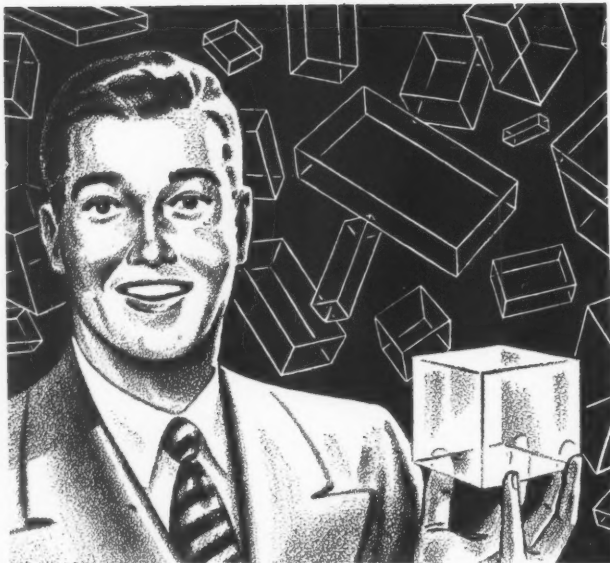
Demonstrating a standard Ross automatic cartoning machine at the 1947 Packaging Exposition prior to delivery to Sharp & Dohme.

Send this coupon today!

A. H. Ross Company, Inc.
Box 998
Dayton 1, Ohio

Gentlemen: Please send me, without obligation, a copy of the Ross catalog and complete performance data on Ross cartoning machines.

COMPANY _____
STREET _____
CITY _____ ZONE _____ STATE _____
YOUR NAME _____



TABER *fast*

Plastic Forming Machines for RECTANGULAR TRANSPARENT CONTAINERS



To crease, bead, fold thermoplastic sheet material, your equipment must be correctly engineered for precise control of forming temperatures.

To produce containers at a profit, your machines must be fast and convenient in operation.

The Taber line is your answer developed during 29 years of specialized experience.

Write for new literature covering the description and operation of Taber Plastic Fabricating machines for rectangular and cylindrical containers.



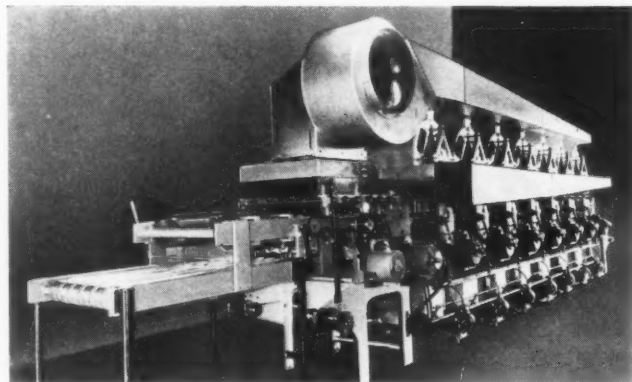
Taber
INSTRUMENT CORPORATION
119. GOUNDRY STREET NORTH TONAWANDA, N. Y.

Equipment and Materials (Continued)

interchange of parts designed specifically for each carton size. The complete changeover from one size of carton to another takes 40 min., the makers claim.

MULTICOLOR ROTOGRAVURE PRESS

H. H. Heinrich, Inc., New York, announces that it has taken over the exclusive sale of the "Richmond Rocket," an improved gravure press made by the Inta-Roto Machine Co. Richmond, Va. Outstanding features are reported to be as



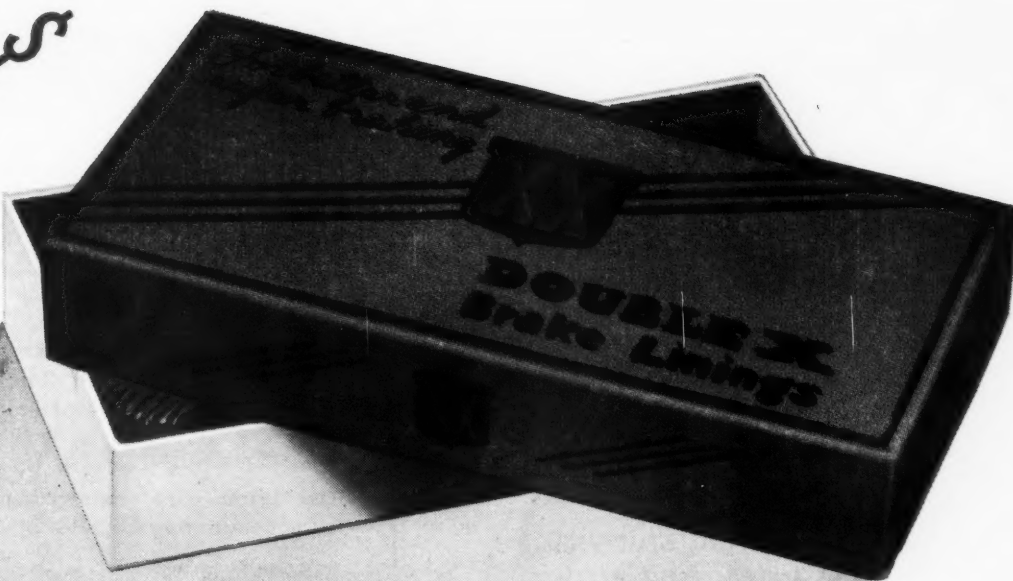
follows: (1) Double unwind and rewind with flying paster, eliminating waste of time and materials during roll changes. (2) New drying equipment, a combination of cold and hot air, fully equipped on the press. (3) Water-cooled lead rollers and room for pressmen between printing units. The presses are built in sizes of 20-, 30- and 40-in. paper widths, 1½ in. less for printing. Any number of colors, embossing, lacquering and sheeting units may be used.

BRANDING IRON

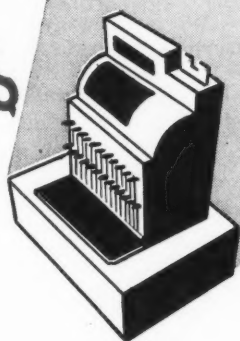
An electrically heated brander for the high speed burn-marking of trademarks, lettering and special designs in wood and leather is available from New Method Steel Stamps, Inc., Detroit, Mich. Designed primarily for use in an arbor press, bench press or drill press, the unit can also be used effectively by hand when desired. The design is burned into the wood or leather the instant contact is made. A 1½-in. round hardened-steel shank on back of the heating element, which is cast into the head of the brander, makes possible the fitting of the unit into a press. The heater works from any 110-volt socket. A variety of designs and styles of lettering can be furnished with the basic heating element and type holder.

NEW ROLL-LEAF ATTACHMENT

Peerless Roll Leaf Co., Inc., Union City, N. J., announces the availability of its newly developed roll-leaf feeding attachment which makes possible the stamping or embossing of as many as three different colors of roll leaf in the same operation. The attachment consists of three sets of rollers operated by a cable drive, with each roller independently adjustable, together with a roll-leaf holder with brackets. The operator can feed three rolls of leaf of different widths, each roll being fed any desired distance up to 12 in. The length of the pull is adjusted to 1/8-in. graduations and the unit is operated by 1/12-hp. motor. The attachment, available in 15- and 22-in. widths, is designed for installation on presses



MAKING PLANS FOR '48?



Then here's why you should consider the set-up box for your packaging requirements. Attractive in design, it enhances the appearance of your product — thus creating greater sales appeal. Then, too, the rigidity and durability of the set-up box offer your product a protection which is unequalled by any competitive package. Lending itself well to countless shapes and designs, this versatile container is readily adaptable to a wide variety of merchandise. What's more, the many re-use possibilities of the set-up box are an assurance that your trade-mark and sales message will be perpetuated in the consumer's mind. All of these superior features combined, mean economy, too — for this popular package offers you more for your money.

So include the set-up box in your packaging plans for '48. See for yourself how this Ace Salesman can sell your product.



NATIONAL PAPER BOX MANUFACTURERS
Association

AND COOPERATING SUPPLIERS
Liberty Trust Building, Philadelphia 7, Penn.

FOR INFORMATION OR SERVICE • CONSULT YOUR NEAREST SET-UP BOX MANUFACTURER

NOVEMBER 1947

161

ALL ...

DAREX* ADHESIVES

COLD PICKUP GUM #207
HOT SPOT-PICKUP CEMENT #305
LUMP PICKUP CEMENT #382
HAND BRUSHING TIN PASTE #666

CASE SEALING GLUE #712
RESIN ADHESIVE #737
RESIN ADHESIVE #755C
PREPARED LAP PASTE #965

... are "tailored" to the needs of every can and glass packer in the industry!

Packaging Division
DEWEY AND ALMY CHEMICAL COMPANY
Cambridge 40, Massachusetts
Oakland, California Chicago, Illinois

*T.M. REG. U.S. PAT. OFF.

THE
ADDED TOUCH



in
Decals



When Nature fashioned the rose, she created something of such breathtaking beauty, and utter softness, that man for all his knowledge, can never duplicate.

We aren't trying to tell you that we can improve on Nature... Make a better rose... That's Nature's "ADDED TOUCH"... But if you want to reproduce a rose... a trade mark... a label, using as a medium DECALS, then PALM FECHTELER the master craftsman, is your best bet.

You get years of experience and know-how with every PALM FECHTELER Decal. The result is beauty of design, non-fading colors, and durability, which even Nature can not duplicate.

The oldest manufacturer of decals in the U. S., PALM FECHTELER, has come by this know-how the hard way... Through years of experimentation. You can put this "ADDED TOUCH" to work for you today, by using PALM FECHTELER ENGRADEL DECALS.

Dept. MN



PALM FECHTELER & Co.

220 WEST 42nd STREET, NEW YORK 18, N. Y.

Equipment and Materials

(Continued)

such as the Sheridan & Krause and on platen presses such as the Chandler & Price, Colt's Armory, etc. With this attachment, the average pressman can stamp or emboss book and catalog covers, box wraps, cards, etc., by a process which is a combination of engraving and printing. A heated brass or steel die or type strikes the surface to be stamped through this web of roll leaf. In this single operation, the color and the design or lettering are transferred to the surface simultaneously. No drying time is required and the box wrap, cover or card may be used immediately.

CARTON GLUER

The "Little Giant," an aluminum case sealer weighing 2½ lbs. and measuring 4 in. wide by 3 in. high by 7½ in. long, is



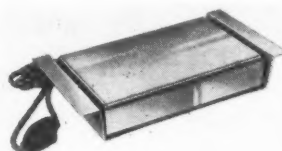
offered by M. Kassel, Flushing, N. Y. Glue is applied to the carton by means of a grooved aluminum roller, while the doctor blades assure its even distribution. Its light weight permits greater speed and production with less fatigue on the part of the operator.

PACKAGE SEALING HOTPLATE

A flush-mounted sealing hotplate, specifically intended for heat sealing hand-wrapped packages has been announced by A. C. Hills Co., Newark, N. J. The flush sealing surface eliminates the necessity of lifting the package between wrapping and sealing operations, thus effecting a tight and neat wrap of any heat-sealable material. The flush plates can be used advantageously where two or more operators perform successive sealing operations on the same package.

Made of heavy steel, highly polished and chromium plated, all edges of the plate are rounded. Two heating elements

assure uniform heat and a thermostat maintains any desired temperature between 250 and 600 deg. F. A snap switch is provided in the cord for convenient control. Installation is simple in any kind of surface and requires



the cutting of only one hole. No screws or other fasteners are required. An air gap is maintained between hotplate and table, helping to keep the table cooler. Plates come complete, ready to plug in and are obtainable for 110V or 220V operation.

FOREIGN DISTRIBUTOR FOR SCANDIA WRAPPERS

Sole foreign distribution rights of Scandia cellophane wrapping machinery outside of the Americas have been acquired by American Machine & Foundry Co., manufacturer of high-speed automatic machinery for the tobacco, baking, textile and confectionery trades, according to an announcement by AMF's International Division, New York.

The expanded International Division also offers a new advisory service in packaging and wrapping problems to assist those foreign organizations interested in modern, improved packaging.

THINNER THAN A HAIR ... YET SOLID WITH PACKAGE IMPACT



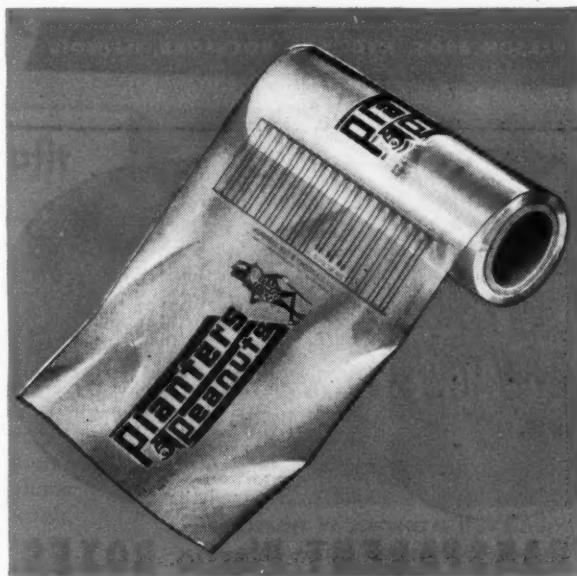
Shining films and gleaming foils are thinner than a hair and lightweight for fast and easy handling. When attractively processed by Dobeckmun, they're double-loaded with sales IMPACT.

For bags, overwraps and packages, these brilliant materials, by themselves or laminated, form a sparkling background for our smart, accurate, multi-color printing. Effective designs and faithful reproductions command shoppers' attention and radiate IMPACT that rings the cash register.

Dobeckmun packages are skillfully engineered for the protection your product requires. You can have plain or printed bags, or processed films and foils in sheets or rolls for economical handling on high-speed automatic machines.

Put YOUR package to WORK!

- To be sure of high package IMPACT, ask us for pre-tested, practical suggestions. *The Dobeckmun Company, Cleveland 1, Ohio. West Coast Division, Berkeley 2, California.*



Multi-color printed roll stock of transparent cellophane or other films combines product protection with smashing sales impact . . . and is completely adaptable to high-speed packaging equipment.

DOBECKMUN

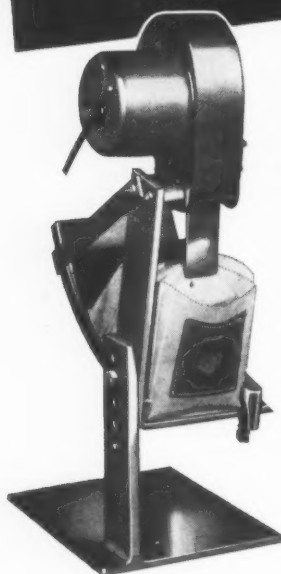
→ Self-selling packages in processed films and foils ←

Branches in Boston, Chicago, Cincinnati, Los Angeles, New York, Philadelphia, San Francisco and Seattle. Representatives everywhere.

NOVEMBER 1947

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FASTER PACKAGING WITH THIS PORTABLE BAGGER



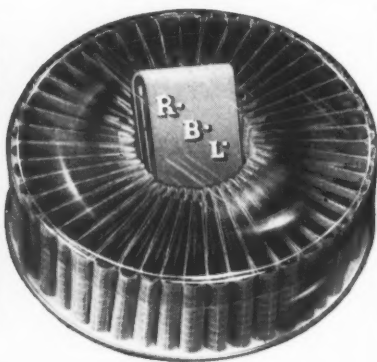
Send today for
Bulletin No. 11-29

EASY TO USE LOW IN COST

Designed to handle bagged products with a minimum of effort at a maximum speed. Simple adjustments for height... tilting forward or backward enables operator to set machine at easiest position. Stainless steel trough with capacity of 200 bags. Adjustable to bag sizes. Blower keeps bag clean and free from foreign matter.



ANDERSON BROS. MFG. CO., ROCKFORD, ILLINOIS



TRANSPARENT Plastic BOXES

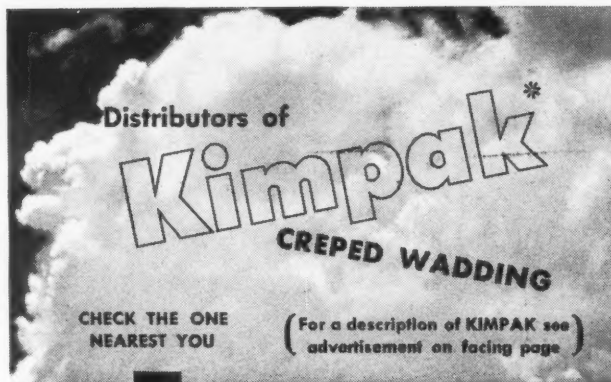


have helped scores of manufacturers and retailers "pep up" sales. Let us design an attractive transparent container for YOU.

**WEINMAN
BROTHERS,
INC.**

325 NORTH
WELLS ST.
CHICAGO 10

Send for samples



ALABAMA

Graham Paper Co. Birmingham

ARIZONA

Graham Paper Co. Phoenix

CALIFORNIA

Blake, Moffitt & Towne Fresno,
Oakland, Sacramento, San Francisco,
San Jose, Stockton

Zellerbach Paper Co. Fresno,
Los Angeles, Oakland, Sacramento,
San Diego, San Francisco,
San Jose, Stockton

COLORADO

Carpenter Paper Co. Denver
Graham Paper Co. Denver

CONNECTICUT

Charles F. Hubbs & Co. Bridgeport
The Rourke-Eno Paper Co. Hartford

GEORGIA

Graham Paper Co. Atlanta

ILLINOIS

Abana Products Chicago
Bradner Smith & Co. Chicago
Graham Paper Co. Chicago
Newhouse Paper Co. Moline

IDAHO

Blake, Moffitt & Towne Boise

INDIANA

Crescent Paper Co. Indianapolis

IOWA

Carpenter Paper Co. Des Moines,
Sioux City

KANSAS

Carpenter Paper Co. Topeka
Graham Paper Co. Wichita

KENTUCKY

Graham Paper Co. Louisville

LOUISIANA

Graham Paper Co. New Orleans

MARYLAND

Hubbs & Corning Co. Baltimore

MASSACHUSETTS

Carter Rice & Co. Corp. Boston
Charles A. Esty Paper
Company Worcester

MICHIGAN

Crown-Ann Arbor Paper
Company Ann Arbor
The Whitaker Paper Co. Detroit
Beecher, Peck & Lewis Flint
Graham Paper Co. Grand Rapids
Crown Paper & Bag Co. Jackson
Birmingham & Prosser
Company Kalamazoo

The Weissinger Paper
Company Lansing
Reid Paper Co. Saginaw

MINNESOTA

Graham Paper Co. Minneapolis
Carpenter Paper Co. Minneapolis,
St. Paul

MISSOURI

Carpenter Paper Co. Kansas City
Graham Paper Co. N. Kansas City,
St. Louis

NEBRASKA

Carpenter Paper Co. Grand Island,
Lincoln, Omaha

NEW YORK

Hubbs & Howe Co. Buffalo
Hubbs Paper Co., Inc. Hollis, L.I.
Charles F. Hubbs &
Company New York
Herbert A. Post, Inc. New York
The Alling & Cory Co. Rochester
J. & F. B. Garrett Co. Syracuse

NORTH CAROLINA

Henley Paper Co. High Point

OHIO

The Chatfield Paper
Corp. Cincinnati
The Whitaker Paper Co. Cincinnati
Hubbs & Howe Co. Cleveland
The Scioto Paper Co. Columbus
The Ohio & Michigan Paper
Company Toledo

OKLAHOMA

Carpenter Paper Co. of
Okla. Oklahoma City
Graham Paper Co. Oklahoma City

OREGON

Zellerbach Paper Co. Portland

PENNSYLVANIA

D. L. Ward Co. Philadelphia
The Chatfield & Woods Co. of Pa.
. Pittsburgh

TENNESSEE

Graham Paper Co. Memphis,
Nashville

TEXAS

Graham Paper Co. Dallas, El Paso,
Houston, San Antonio
Carpenter Paper Co. Fort Worth,
Dallas, San Antonio

UTAH

Carpenter Paper Co.
. Salt Lake City
Zellerbach Paper Co.
. Salt Lake City

WASHINGTON

Blake, Moffitt & Towne Seattle,
Spokane, Tacoma
Zellerbach Paper Co. Seattle
Spokane Paper & Stationery
Company Spokane
Zellerbach Paper Co. Spokane

WISCONSIN

Wisconsin Paper &
Products Co. Milwaukee
Sawyer Paper Co. Neenah
Service Paper Co. Racine

CANADA

F. F. Barber Machinery
Company, Ltd. Toronto, Ontario

HAWAII

The Honolulu Paper
Company Honolulu, T. H.

*KIMPAK (trademark) means
Kimberly-Clark Creped Wadding

KIMBERLY-CLARK CORPORATION Neenah, Wisconsin

122 E. 42nd St., New York 17 • 8 S. Michigan Ave., Chicago 3
155 Sansome St., San Francisco 4 • 22 Marietta St., Atlanta 3, Ga.

MODERN PACKAGING



Safeguards your product . . . protects your profit

Shield the products you ship with strong, cushiony KIMPAK* creped wadding . . . and off they go to market—safely. For reliable KIMPAK provides maximum in-transit protection.

KIMPAK is soft, clean and good-looking—increases the eye-appeal of any package. It is pleasant to handle and economical. Feather-light and flexible, it adds little weight or bulk to shipments. Highly resilient, it effectively withstands shock and vibration.

KIMPAK is made either liquid absorbent or liquid repellent and is available in a wide variety of types, thicknesses, and backings to suit your particular interior cushioning demands. You will find a specifica-

tion of KIMPAK to meet every requirement of the Four Basic Methods of Interior Packaging—Surface Protection, Blocking and Bracing, Flotation Packaging and Absorbent Packaging.

Learn for yourself how versatile, low-cost KIMPAK can safeguard your products . . . protect your profits. Call or write your local distributor listed in the Classified Telephone Directory under *Packing Materials, Shipping . . . Wadding . . . Packing Equipment and Supplies . . . or Shipping Room Supplies*. Ask him for a copy of the free KIMPAK book on better packaging methods. Or write directly to Kimberly-Clark Corporation, Creped Wadding Division, Neenah, Wis.

Kimpak

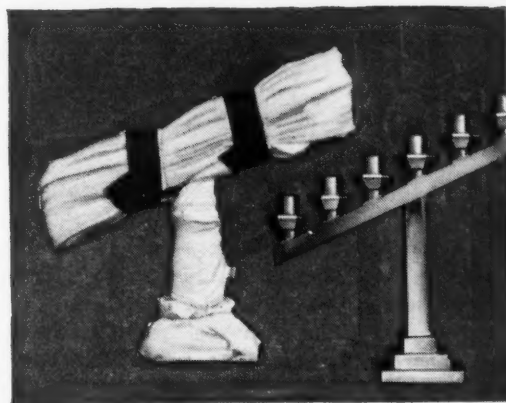
REG. U.S. PAT. OFF. & FOREIGN COUNTRIES



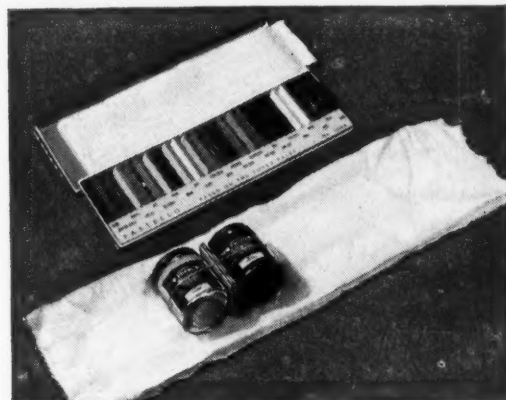
CREPED WADDING

*T.M. Reg. U. S. and Can. Pat. Off.

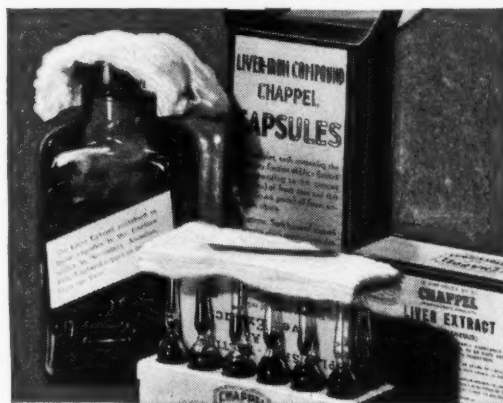
NOVEMBER 1947



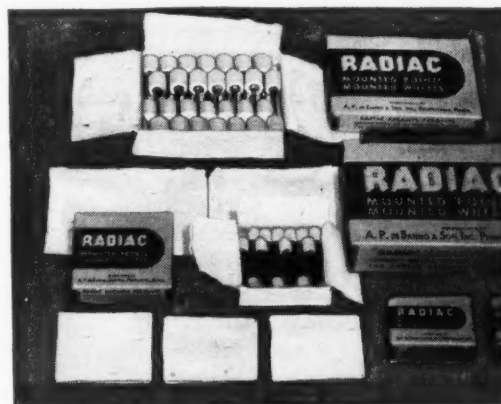
SURFACE PROTECTION—Metal Candelabra
Photo courtesy Flour City Ornamental Iron Company



BLOCKING AND BRACING—Crayon Set
Photo courtesy American Crayon Co.



ABSORBENT PACKAGING—Liver Extract
Photo courtesy Chappel Laboratories



FLotation PACKAGING—Mounted Abrasive Wheels
Photo courtesy A. P. deSanno & Son, Inc.



Plants and People

Carl E. Schaeffer has been elected president of **Stokes & Smith Co.**, Philadelphia manufacturers of packaging machinery, succeeding the late J. Stogdell Stokes, founder of the company. **Charles Evans** has been named chairman of the board and treasurer; vice presidents are **George Z. Sutton**, **L. W. Findlay** and **Charles H. Nitsch**. Elected assistant to the president and secretary of the company is **John S. Stokes, Jr.**

Malcolm B. Moody has been appointed assistant general sales manager of the **Foil Division** of **Reynolds Metals Co.**, Richmond. Mr. Moody joined Reynolds in 1941 as division sales manager in Philadelphia. His headquarters will now be in Richmond.



M. B. Moody

Eleanor M. Lynch has been named director of consumer public relations and information for Reynolds, with headquarters at the firm's New York office.

American Coating Mills, Inc., Elkhart, Ind., a division of Owens-Illinois Glass Co., has purchased the assets and

business of the **Grand Rapids Paper Box Co.**, Grand Rapids Mich. The Grand Rapids firm specializes in the manufacture of folding cartons for the drug industry.

Palm, Fichteler & Co., New York, producer of decalcomanias, has retained **Herbert Kaufman** as consultant on advertising, public relations and sales promotion.

H. D. McDonald, formerly with the Arabol Mfg. Co., has joined **The F. G. Findley Co.**, manufacturers of industrial adhesives, as their representative in Kentucky and Tennessee.

W. M. Wheeler, Jr., secretary and director of the Legal Division of **Eli Lilly & Co.**, has been elected president of the **Paper Package Co.**, subsidiary of Eli Lilly & Co. Mr. Wheeler succeeds **N. H. Noyes**, who resigned after 27 years as president of the company.

Universal Folding Box Co., Inc., Hoboken, N. J., has begun construction of a new 50,000-sq.-ft. addition to its existing plant. The structure is expected to be completed in about six months. It will occupy an entire city block and double the company's present manufacturing space.

Completion of a new \$450,000 multiwall paper bag plant at Vancouver, B. C., is announced by the **St. Regis Paper Co. (Canada) Ltd.** The new plant brings the capacity of the three St. Regis plants in Canada to 225,000,000 bags annually.



J. K. Lockridge

Jack K. Lockridge, formerly with the Goodyear Tire & Rubber Co., has been appointed director of mechanical research and development for **Shellmar Products Corp.**, Mt. Vernon Ohio. **R. L. Wright** is assistant sales manager for Shellmar.

Bemis Bro. Bag Co., St. Louis, has been awarded a "Certificate of Public Service" by the Advertising Club of St. Louis

and the Brand Names Foundation. Presented to holders of trade names which have won and held public confidence for 50 years or more, the award was presented for the Bemis "cat in the bag" trademark, which was introduced in 1880.

Plans for the construction of a new plant at Vancouver, Wash., for the manufacture of multiwall paper shipping sacks has been announced by Bemis Bro.

The Rapids-Standard Co., Inc., manufacturer of material handling equipment, Grand Rapids, Mich., announces the appointment of three new regional sales managers: **S. C. Tom Lloyd** for the Southwestern territory, with headquarters in New Orleans; **John Kramer** for the Midwest, with headquarters in Kansas City, and **Plin Mears** as Western regional manager, with temporary offices in Los Angeles.

Frank B. Foster has been appointed industrial sales manager for **Facil Fabrics Corp.**, New York.

George S. Dively, vice president and general manager of the **Harris-Seybold Co.**, Cleveland, has been elected president and general manager of the firm to succeed the late **Alfred Stull Harris**.



L. H. Chenoweth

A new division, the **Plastic Materials Sales Division**, has been established by **The B. F. Goodrich Co.**, Akron, Ohio, with **L. H. Chenoweth** as general manager. The division will handle sales of all plastic materials the company handles, including Koroseal.

Monsanto Chemical Co., St. Louis, Mo., has announced the appointment of **Dr. Reid G. Fordyce** as sales development manager for the **Plastic Division** and **Edmund S. Childs** as assistant manager of the **Sales Development Dept.** **Robert L. Rickenbacher** has been named senior sales representative for Monsanto's Plastics Division on the Pacific Coast, with headquarters in the Los Angeles office.

Construction of a new unit at Springfield, Mass., to produce formaldehyde for expanded output of plastic resins has been announced by Monsanto's Plastics Division.

The board of directors of **International Paper Co.** announces approval of a construction program for 1948 and 1949 involving the expenditure of \$25,000,000 in the United States. The program involves increases in kraft board capacity of approximately 900 tons per day and kraft paper capacity of some 100 tons per day. The additional capacity will be obtained by changes in existing mills rather than the building of new ones.

Acme Steel Co., held open house at its Riverdale, Ill., plant recently. Visitors viewed the strip-steel rolling mills in operation, as well as a special exhibit of products and parts manufactured from Acme steel.

An approach to improving the efficiency of glues and adhesives on modern, high-speed equipment through tech-

first to develop a corrugated LUGGAGE box



CORRUGATED BOARD, long noted for its packaging utility value, can go "ritzy" too. H & D proved it by developing the first corrugated luggage box.

Smart, sturdy and lightweight, the richly grained "airplane style" corrugated luggage box has since been adapted to a host of repeat-use applications—from ice skates to camping equipment to children's coloring kits.

H & D is noted for "firsts"—the first package laboratory, the first corrugated canned-food box, the first corrugated shipping-display box, many others. Thus H & D serves industry well by reducing transit damage losses, by lowering shipping costs and by making products more attractive and salable through better packaging. The Hinde & Dauch Paper Co., 4711 Decatur Street, Sandusky, Ohio.



FOR PACKAGING

"firsts"

HINDE & DAUCH · *Authority on Packaging*

FACTORIES IN: Baltimore 13, Maryland • Buffalo 6, N. Y. • Chicago 32, Illinois • Cleveland 2, Ohio • Detroit 27, Michigan • Gloucester, N. J. • Hoboken, N. J. • Kansas City 19, Kansas • Lenoir, N. C. • Montreal, Quebec • Richmond 12, Virginia • St. Louis 15, Missouri • Sandusky, Ohio • Toronto, Ontario • Boston, Mass.

NOVEMBER 1947

167

50 YEARS
EXPERIENCE



HIGH-SPEED
PAPER AND CELLOPHANE
BAG MACHINERY

• • •

ANILINE AND OIL INK
PRINTERS

• • •

LABEL PASTING - GLUING - WAXING -
LAMINATING EQUIPMENT

• • •

OLD IN EXPERIENCE
YOUNG IN IDEAS

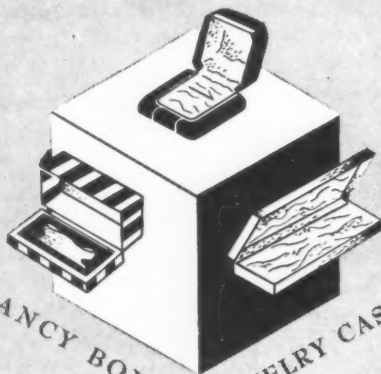
POTDEVIN MACHINE CO.

EST. 1893

1244 38TH ST. BROOKLYN 18, N. Y.



Trilsch



FANCY BOXES ★ JEWELRY CASES

OSCAR TRILSCH CO.

150-25 18th AVE., WHITESTONE, N. Y.
TELEPHONE • FLUSHING 9-2365

Plants and People

(Continued)

nical service and laboratory research was presented to representatives from 18 **Swift & Co.** adhesive manufacturing plants in the United States and Canada during an educational conference in Chicago recently. At the same time, Swift technicians revealed three new types of adhesives for use on high-speed equipment: (1) a fast-drying type of dextrine-base adhesive containing a mineral drier; (2) natural latex products and (3) a series of new acrylic resin base products.



A. T. Kuehn

Albert T. Kuehn has been appointed head of the Chicago district for the **Champlain Corp.**, Bloomfield, N. J. Mr. Kuehn has had 18 years of experience in the design, engineering and manufacture of printing presses and allied equipment. He was machine designer for Champlain before the war and developed their equipment for producing fibre milk containers.

Walter Enoch has joined the sales staff of **Lustra-Cite Industries, Inc.**, New York, maker of plastic displays.

Gar C. Hurley has resigned from National Starch Products, Inc., to become sales manager for **Package Containers, Inc.**, Portland, Ore., manufacturers of bags.

Chase Bag Co., Chicago, has announced the appointment of **R. J. Stevens** as sales manager of its Buffalo branch.

Union Bag & Paper Corp.'s new corrugated board and box plant at Savannah, Ga., with a production capacity of 5,000 tons of corrugated sheets and boxes per month, was placed in operation recently.

Probur, Ltd., world representative outside the United States for John H. Oxley plastic containers, Montreal, Que., has announced the merger of Probur, Ltd., and Feature Products Corp. The new firm is known as **Feature Products Corp.**, and the address is 748 Lusignan St., Montreal.

Announcement has been made that **Hoffert Machine Co.**, **The Printers Supply Co.** and **Ajax Tool & Die Co.** will be operated as the **Hoffert Division** of **Acme Steel Co.**, Racine, Wis.

C. G. Bensinger, vice president and general factories manager of the **Glass Container Division** of **Owens-Illinois Glass Co.**, Toledo, has been appointed vice president and general manager of the firm's **Pacific Coast Division** with headquarters in San Francisco. In his new position, Mr. Bensinger will have full responsibility for all Pacific Coast operations.



C. G. Bensinger K. C. White

Kenneth C. White, former sales promotion manager of the Glass Container Division, has been named general sales manager of the Pacific Coast Division.

Syracuse Ornamental Co., Inc., Syracuse, N. Y., has announced the formation of its new **Syrocowood Display Division** to handle the design, development and sale of

when it comes to new ideas—



facil-fab
flexible gift
package

facil-fab is our laminated unwoven lustrous satin fabric and comes in four types, each perfectly designed for its purpose. Available in solid colors and combinations.

TYPE 1—PLIABLE SATIN VINYLETT, stretchable and flame-proof—for draping and covering.

TYPE 2—LIGHT WEIGHT COATED, paper backed—can be folded, glued, draped, stitched, embossed, silk screened, or printed—in hand or automatic manufacture. See samples illustrated.

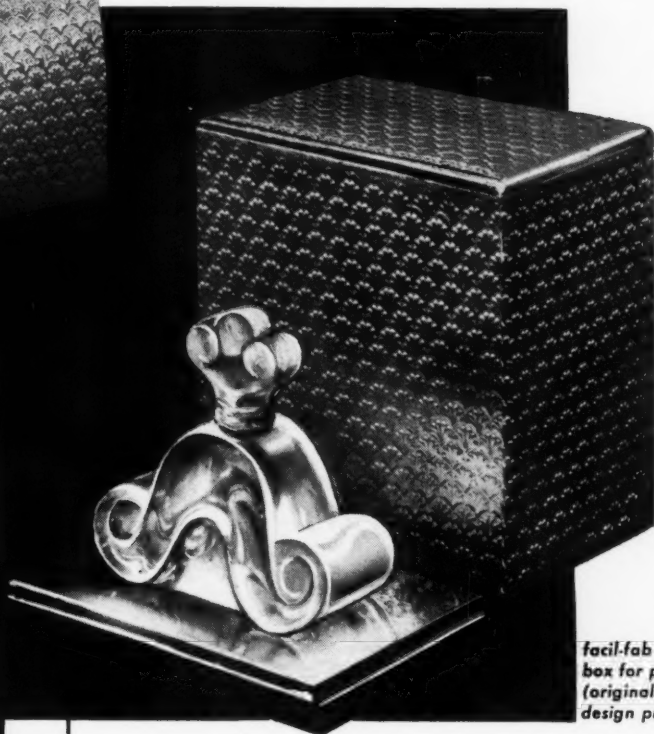
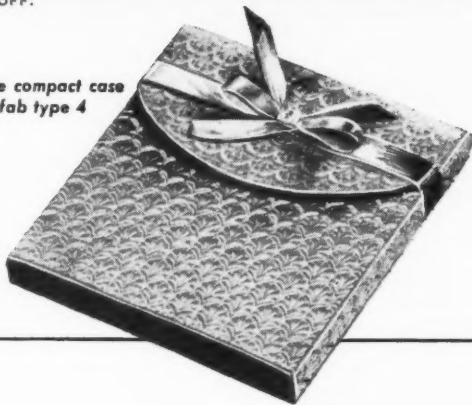
TYPE 3—BOARD WEIGHT, backed with 13 pt. white board for display and lampshade use. Bends and cuts perfectly.

TYPE 4—SATIN RIBBONS, backed with Lumarith*—makes brilliantly colorful, perfect gift ties.

Samples on request. Complete design service.

*REG. U.S. PAT. OFF.

facil-fab flexible compact case
ribbon tie facil-fab type 4

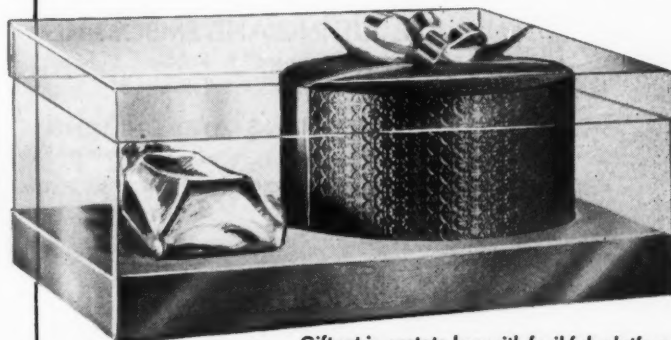


facil-fab set-up
box for perfume
(original bottle
design protected)



facil-fab wrapped
dusting powder box
ribbon tie facil-fab
type 4

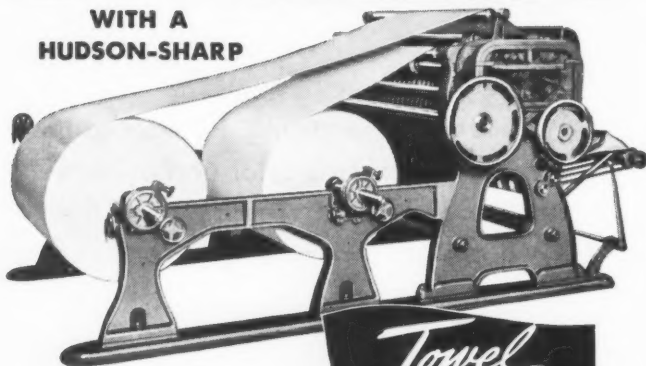
FACIL FABRICS CORP.
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NEW YORK 22, N. Y.
PLaza 9-6408



Gift set in acetate box with facil-fab platform

COINCIDE *peak* PRODUCTION

WITH A
HUDSON-SHARP



Towel
INTERFOLDER

BUILDERS of folders and interfolders for the paper towel industry since the product was originated, Hudson-Sharp machines have been improved and redesigned to meet the increased production speeds required for post-war demands. Write for complete information today.

HUDSON-SHARP

MACHINE CO. • GREEN BAY • WIS

DIE CUTTING

EMBOSSING

Steel Rule DIES

for

THE SKILL

that comes with more than 20 years' experience.

THE SERVICE

that is rendered only by a firm that devotes its efforts to satisfying its accounts.

THE SPECIALTIES

that make their name a byword in the die cutting field.

DIE CUTTING AND EMBOSSING

Paper • Cardboard • Rubber • Sheet
Plastics • Thin Metals • Tek-wood

ALSO MOUNTING AND FINISHING

GRamercy 7-5767

Department E

LANSKY

DIE CUTTING COMPANY
192½ GREENE ST., NEW YORK 12

Plants and People

(Continued)

Syrocwood packaging and advertising displays. The divisions's main office will be at 225 Fifth Ave., New York.

Wilco Co., West Coast custom packagers, announce their removal to their new plant and office building at 4425 Bandini Blvd., Los Angeles.



Rumbough, Jr.

Stanley M. Rumbough, Jr., director and secretary of the **White Metal Mfg. Co.**, makers of collapsible tubes, Hoboken, N. J., has been appointed director of sales.

Central States Paper & Bag Co., St. Louis, have established an office in Philadelphia headed by **Richard Bartindale**, formerly with the company's New York office. The new sales office is in the Land Title Bldg.

Better Packages, Inc., Shelton, Conn., makers of sealing-tape machines, announce the following changes in sales personnel: **Howell Putnam**, formerly in the Cleveland and Northern Ohio territory, is now resident distributor for Eastern Michigan with headquarters in Detroit. He replaces **Tally Albert**, who has been transferred to Georgia. **Luke Laughner**, former Connecticut distributor, has taken over the area formerly handled by Mr. Putnam.

Smith-Morse Decals, Inc., Los Angeles, manufacturers of decals, have announced their removal to new and larger quarters in the same city.

With the establishment of manufacturing facilities in Greenwich, Conn., **Chaspec Mfg. Co.**, manufacturer of counter displays, announces the appointment of **Gabriel J. Morrell** as general manager of the firm.

Announcement has been made of the election of **Edward McSweeney** as treasurer of the **Perkins-Goodwin Co.**, New York, manufacturers of paper and pulp. For the last 15 years Mr. McSweeney had headed his own firm of marketing and management consultants.

Peter Partition Corp., manufacturer of partitions for paper boxes, 647 Lexington Ave., Brooklyn, has purchased as its headquarters a two-story building with 10,000 sq. ft. of floor space at 19-21 Heyward St., Brooklyn.

P. Puchkoff & Sons, Inc., packaging specialists, Brooklyn, have inaugurated the use of uniforms for their delivery personnel. They believe that the uniformed delivery



W. H. Allen

United Paperboard Co., Inc., New York, announce the appointment of **William H. Allen** as sales manager for their **Carton Division**. Mr. Allen will have his headquarters in the Madison Ave. offices of United.

Mr. Allen's picture appeared erroneously last month with a caption identifying him as M. N. Allen, formerly of the Package Machinery Co. **MODERN PACKAGING** regrets this error and reprints the cut herewith to set the record straight. Our apologies to both Mr. Allens.



PLANNING A NEW PACKAGE?

Here's Real Help For You

A.P.G.'s

specialty bags and envelopes offer you a smartly styled package fabricated from

- CELLOPHANE • CELLULOSE ACETATE
- GLASSINE • METAL FOIL
- SPECIAL OPAQUE PAPERS

We'll gladly show you exactly what type of protection your product can *depend on* from these materials . . . how smoothly they perform on the packing line . . . how easy they are on your packaging pocketbook. (You'll find sizable savings in stock and closure costs as well as handling and shipping charges.)

CRACKIN'
GOOD

Cheese Nips

GET THE HELP YOU NEED NOW

We're ready to put 54 years of experience to work on your package. Give us the details of your requirements and we'll reply promptly with samples, designs and experience-proved suggestions. No obligation, naturally. Write today to our General Sales offices, 122 East 42nd Street, New York 17, N. Y., or 4711 Foster Avenue, Chicago 30, Ill.

LOOKS MEAN A LOT, TOO

A.P.G.'s packaging is strikingly designed to beckon the eyes that buy, to stimulate the desire for your product and to close the sale with an informative selling message easily read and beautifully printed.



The American Paper Goods Co.

OVER 50 YEARS OF SERVICE

KENSINGTON, CONNECTICUT

CHICAGO, ILLINOIS

Sales Offices - New York • Chicago • Boston • Philadelphia • Charlotte • Atlanta • Cincinnati • Minneapolis • Fort Worth • San Francisco • Seattle

Try these NEW ATTRACTIVE BOXES

Based on entirely new principle—

These new round boxes have a formed top, which assures cap forming a Sure-Tight Seal, with an attractive, flush exterior. Because of their 2-piece construction, they



are less costly than the old-fashioned type of 3-piece container. Adaptable for automatic filling and closing equipment.

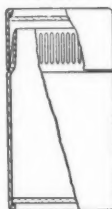
Can be used for a wide variety of pharmaceutical and biological products.

OLD

NEW*

These containers are being used for vials and ampules for injectable materials with excellent results, giving perfect protection plus dignity of appearance, adding sales appeal.

* Pat. applied for



NIEMAND BROS. Inc.

3701 35th Avenue

Long Island City 1, N. Y.



The Package that passed 167 Tests!

"Miss Container" was scientifically built by our designers and craftsmen; she, and her brother or sister packages made by Cambridge, are checked as many as 167 ways before production begins.

If you have a packaging problem remember this, we have 50 years' experience, and a specially trained staff of packaging engineers who are glad to talk to you about your particular requirements.

CAMBRIDGE
Containers

CAMBRIDGE PAPER BOX COMPANY

PROVIDENCE CAMBRIDGE, MASSACHUSETTS NEW YORK
RECTANGULAR AND ROUND BOXES • PLASTICS • ALLIED PRODUCTS

Plants and People

(Continued)

crews serve as institutional and prestige-building advertising for the industry.

The Industrial Adhesive Tape Sales Dept. of Bauer & Black, Chicago, has begun a Wholesaler Specialists' Training School for the purpose of training their wholesalers as experts in the tape field. Under the direction of William D. Seymour, director of wholesaler activities, the school will have one-week courses of instruction.

Carl A. Bright, secretary-treasurer of the Pomona Machine Works, Pomona, Calif., has been elected a vice president of King & Anderson, manufacturers' representatives, San Francisco. Mr. Bright will supervise the sale of bottling equipment and supplies for the firm throughout the Pacific Coast area. King & Anderson have been named exclusive agents in California for all bottling and winery equipment manufactured by the Pomona Machine Works.

Full ownership of Modern Packages, Inc., Memphis, Tenn., by Owens-Illinois Glass Co. has been announced. The firm will be dissolved and operated as the Memphis Plant, American Coating Mills Division, Owens-Illinois Glass Co. Modern Packages, maker of folding cartons and paperboard specialties, had been jointly owned by Alton Box Board Co. and American Coating Mills prior to the merger of the latter firm with Owens-Illinois.

Swindell Bros., Inc., manufacturers of glass containers, announce the appointment of A. M. Gladding as general superintendent of their factories at Baltimore, Md.

Paper Chemicals, Inc., division of The Mutual Paper Co., Inc., New York, announces completion of a new chemical plant in Jamaica, N. Y., for the manufacture of polyvinyl acetate resins, polyvinyl resin emulsions and polyvinyl alcohol resins.

Spencer L. Barnes, manager of the Metal and Molded Caps Dept. of the Glass & Closure Division, Armstrong Cork Co., died on October 23 at the age of 62. Mr. Barnes had been with the company since 1914.



J. E. Sharp

John Edwin Sharp, 72, president of Aluminum Seal Co., subsidiary of Aluminum Co. of America, died suddenly at Richmond, Ind., Oct. 11, as the result of a heart attack. Under his guidance, the Aluminum Seal Co. grew from a small organization into a large business. Mr. Sharp developed several patented inventions which contributed materially to progress in the use of aluminum for seals and closures in the bottling and packaging fields.

Arthur A. Belville, a veteran of nearly 40 years' service with the Bemis Bro. Bag Co., died recently of a heart attack.

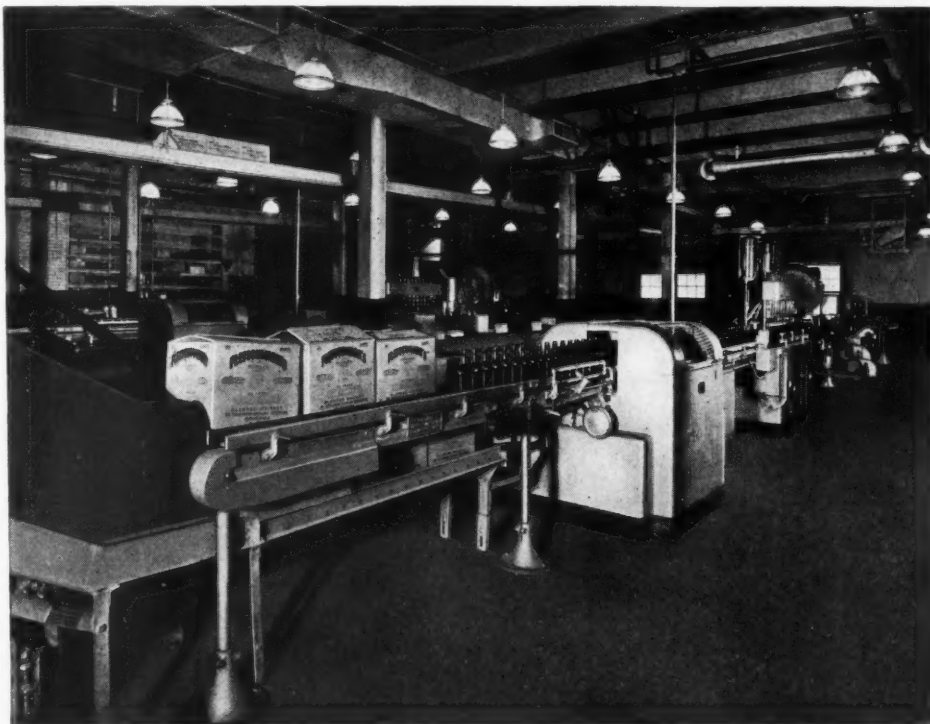
Merle Sears, president of the Merle Sears Paper Box Co., Danville, Ill., died on Oct. 6. Mr. Sears founded the firm which bears his name in 1920.

Edward J. Gregg, manager of the Seattle plant of the Bemis Bro. Bag Co., St. Louis, died suddenly on Sept. 26 at the age of 53.

I N WINES AND LIQUORS THE NAMES THAT COUNT
...count on **PNEUMATIC!**

Here is a partial list:—

ROMA • PETRI • SAN MARTIN • LA SALLE • VIRGINIA DARE • MONTE CASSINO



BOTTOMS UP • OLD MR. BOSTON • HIRAM WALKER • SEAGRAM'S • OLD ANGUS
 SOUTHERN COMFORT • GILBEY'S • CINZANO • SCHENLEY'S • MINUTE MAN RUM



Complete automatic line of Pneumatic equipment including machines for cleaning, filling, capping and labeling, operating in the Fleischmann plant at Peekskill, N. Y.

Name your brand and it's a pretty safe assumption a Pneumatic machine had a prominent part in cleaning, filling, labeling or capping the familiar bottle it comes in. In fact a number of leading wineries and distilleries use complete lines of Pneumatic equipment.

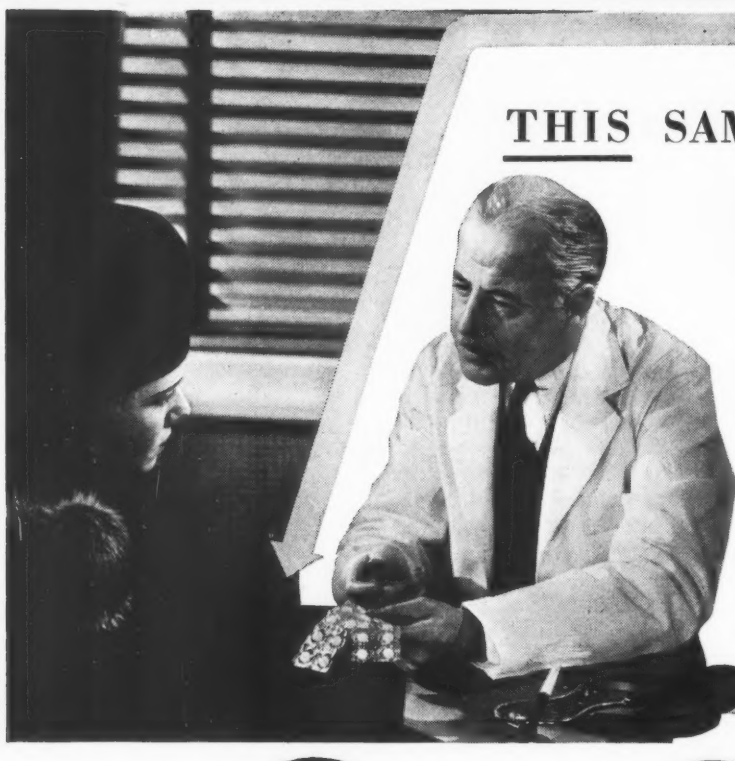
For over fifty years Pneumatic has led the way in meeting the mass production needs of the packaging field. This long experience has provided an engineering and manufacturing knowledge and background at Pneumatic

second to none in the field. Because they are more sound in design, more precisely and substantially constructed, Pneumatic machines operate at "lower cost per container." That's why they are so widely preferred—why you will find Pneumatic bottling machinery your best choice, too. . . . PNEUMATIC SCALE CORPORATION, LTD., 82 Newport Avenue, North Quincy 71, Massachusetts; Branch Offices in New York, N. Y.; Chicago, Illinois; San Francisco, California; Los Angeles, California.

PNEUMATIC

PACKAGING AND BOTTLING MACHINERY

Over ninety different machines for the packaging of dry, free-flowing products and the cleaning, filling, capping and labeling of containers for liquids and semi-liquids



THIS SAMPLE IS WORKING

because - - -

- It's convenient.
- Handling does not harm it.
- Its efficacy is assured for long periods.
- Unit-doses are easily prescribed.
- Trial quantities are easily distributed.
- It's convenient to keep, to carry, to dispense.

it's a **Sanitape-Sealtite** sample



FOR tablets, powders, pills or capsules in an infinite variety of package adaptations—each of which is a perfect miniature package—delivering your sample complete with trade-name, ingredients and instructions. Our Contract Packaging Division assumes complete responsibility for every packaging detail—receives your product in bulk and delivers the finished package anywhere. Contract Packaging is Modern Packaging. We shall be glad

to give you details pertinent to your particular situation. PACKAGES, METHODS AND MACHINERY FULLY COVERED BY U. S. AND FOREIGN PATENTS.

Sanitape-Sealtite
THE UNIQUE PHARMACEUTICAL PACKAGING SERVICE WHICH IS
IVERS-LEE COMPANY · NEWARK · N · J

NOW HERE!

The new 1948 MODERN PACKAGING ENCYCLOPEDIA

NOW OVER
1,200 PAGES



So vast have been the advances in packaging in the past year that more than 60% of the 1948 MODERN PACKAGING ENCYCLOPEDIA is entirely new. The rest of the standard information has been revised and brought up to date. This means that all previous editions are now obsolete in terms of the latest advances, techniques, materials, supplies and services.

The 1948 MODERN PACKAGING ENCYCLOPEDIA is gigantic in its scope. By using this book, you will put yourself years ahead in experience and knowledge. You can get thousands of ideas from this new book and, bear in mind, that any one single idea could be worth many times the purchase price.

The MODERN PACKAGING ENCYCLOPEDIA is the only reference book which covers all phases of packaging. This book is of such complete scope and the information is of such superb quality that you really must buy and use this book before you can appreciate its value. Remember, there

is no school, college or university where you can study all the aspects of packaging—yet packaging is a \$5,000,000,000 field, according to the U. S. Chamber of Commerce.

The MODERN PACKAGING ENCYCLOPEDIA is a *must* for every department of a business which markets a product. This book shows why packages are successful, how packages increase sales, how production changes can save money, how the package should be designed, how to avoid trouble in considering the legal aspects of the package itself. The 1948 MODERN PACKAGING ENCYCLOPEDIA contains about 670 pages of editorial material, 452 advertisers and a Buyers' Guide of 90 pages. Today's book is a true encyclopedia, authentic in every detail.

Order your copy of the new 1948 MODERN PACKAGING ENCYCLOPEDIA. Clip the coupon and send it right now—while you're thinking about it. There's only a limited number printed and you will want to make sure to receive your copy.

CLIP COUPON NOW FOR YOUR COPY



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122 East 42nd Street
New York 17, N. Y.

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I want to keep up to date on packaging so please send me copies of the 1948 MODERN PACKAGING ENCYCLOPEDIA @ \$6.50; Canada \$9.00, including duty and postage; Foreign \$11.00.

Remittance Enclosed ☐

Bill Me ☐

Name.....

Your Position.....

Firm.....

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City..... Zone..... State.....

Type of product.....

20 CHAPTERS

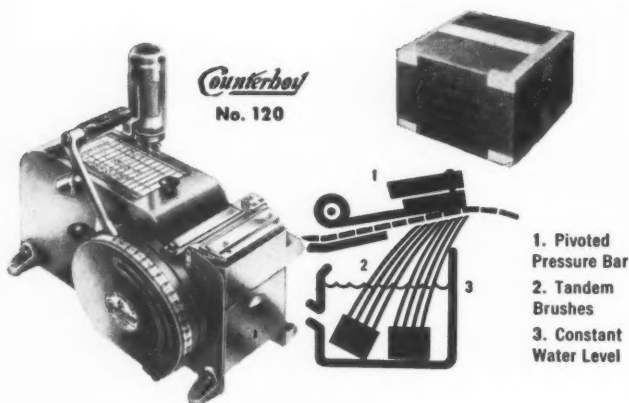
TWENTY chapters of packaging know-how plus the directories of the packaging industry which tell where to buy—all this for only \$6.50, Canada, including postage and duty \$9.00, Foreign \$11.00. Send orders to: Packaging Catalog Corp., 122 East 42nd Street, New York 17, N. Y.

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SAFE SHIPMENT SEALING

with Counterboy Moistening Control
because "moistening judgment" is built right
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Write today for your FREE copy of helpful new brochure,
"Your Product Deserves this Protection."



Better Packages, INC.

WORLD'S LARGEST MANUFACTURERS OF TAPE DISPENSERS SHELTON, CONN.

They go for your product

when it's in a wooden chest, box or display case by ROCK. Boxes by ROCK are beautifully designed, sturdily built. Specializing in the design and manufacture of silverware chests, jewelry and display cases for many years has made our name synonymous with fine wood containers.



You will find
ROCK containers
ideally suitable
for your
product.



For Your Information

A national packaging committee of the **Society of Plastics Engineers** was organized at the Technological Institute of Northwestern University, Evanston, Ill., on Sept. 30. Those in attendance included representatives of the material manufacturers, converters and end users of plastic packaging materials. Set up after repeated requests from end users for more specific information on the use of newly developed plastic films and other materials in the packaging field, the new committee will cooperate closely with end users, devoting much of its attention for the present to problems relating to the packaging of meats and frozen-food products. Laboratory facilities of the Technological Institute have been made available to the committee.

William L. Hess, Anesite Co., has accepted chairmanship of the new committee, which will function under **Carl Frosch of Bell Telephone Laboratories**, national chairman of the SPE consumer specifications committee.

All available booth space at the second **National Materials Handling Exposition** to be held in the Public Auditorium, Cleveland, Ohio, Jan. 12 to 16, has been sold, according to **Clapp & Poliak, Inc.**, exposition manager. The show will occupy some 200,000 sq. ft. of exhibit space according to present plans, although requests by additional exhibitors may compel the opening of new areas.

The **National Furniture Traffic Conference**, in cooperation with the **Official Classification Committee** of the **Assn. of American Railroads**, sponsored a meeting on Oct. 7 at the new quarters of the **Packaging & Paper Products Center**, 2 W. 46th St., New York, to discuss requirements of the new **Supplement No. 32** issued by the **Consolidated Classification Committee** on bedding and furniture. Many container manufacturers were in attendance and some 30 samples of packaged furniture were displayed.

At a meeting of the board of directors of **The Toilet Goods Assn., Inc.**, **H. J. Lehman**, president of **The Wildroot Co., Inc.**, was elected vice president to succeed **William M. Bristol, Jr.**, vice president of **Bristol-Myers Co.** Mr. Bristol's resignation was based on the fact that a change in his duties with his company made his contacts with the toilet goods industry more remote than in the past. Mr. Lehman had been on the board of directors of **The Toilet**

What's doing

Nov. 17-21—American Bottlers of Carbonated Beverages, 29th Annual Meeting, Convention Hall, Atlantic City.

Nov. 18-19—Packaging Institute, Ninth Annual Forum, Hotel Commodore, New York.

Nov. 19-20—American Butter Institute, 39th Annual Convention, Congress Hotel, Chicago.

Dec. 1-7—21st Exposition of Chemical Industries, Grand Central Palace, New York.

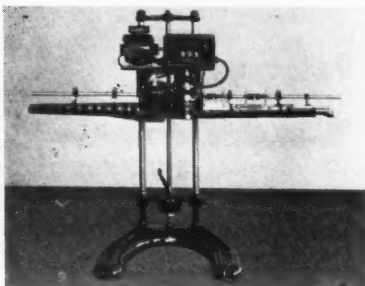
Dec. 4-5—Tri-State Packers Assn., fall convention, Hotel Traymore, Atlantic City.

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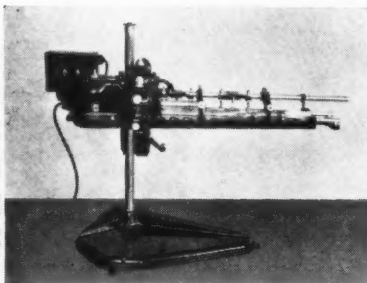
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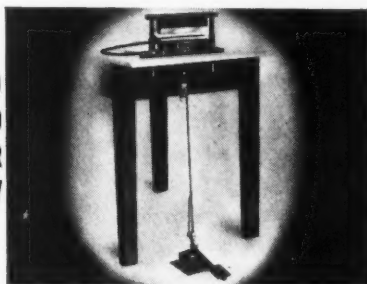
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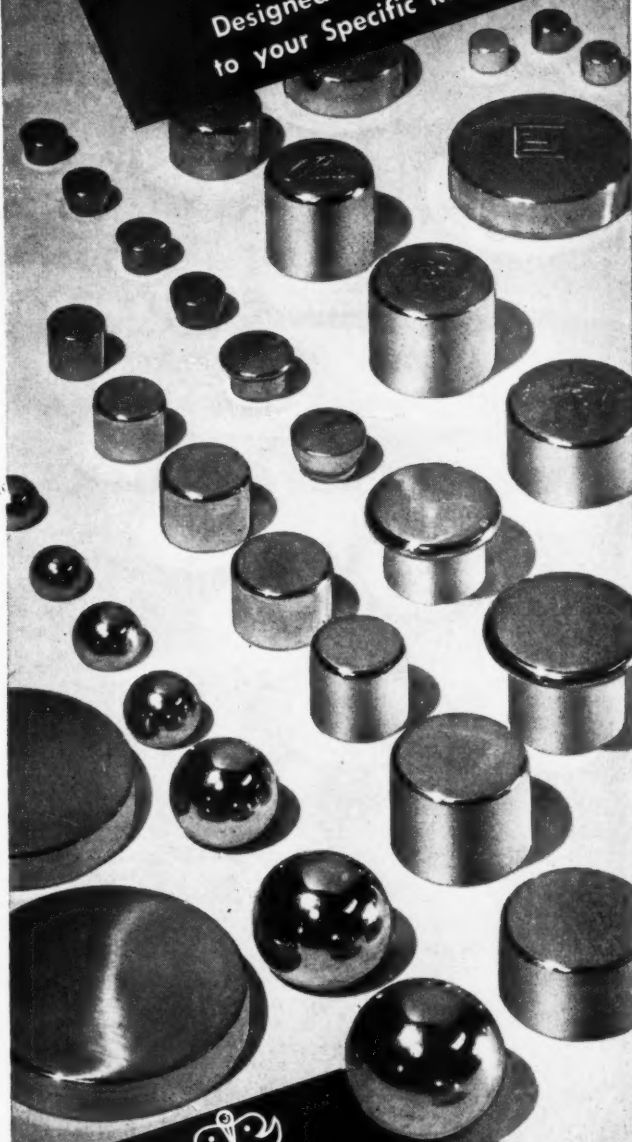
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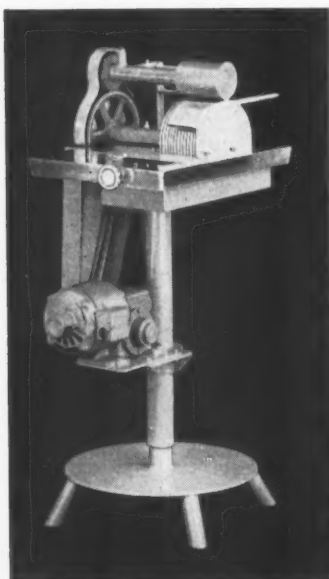


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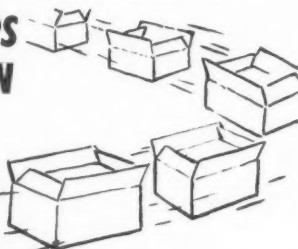
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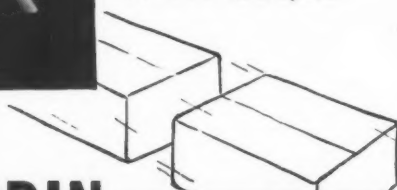
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For Your Information (Continued)

Goods Assn. for several years. Succeeding him on the board is **Joseph P. Hardie**, vice president of Bristol-Myers.

The American Society for Testing Materials has just issued "A.S.T.M. Standards on Adhesives," its first compilation related to adhesives. The 48-page booklet includes 12 standards, two on definitions of terms relating to adhesives and the others on standardized tests prepared either by Committee D-14 on Adhesives or D-11 on Rubber and Rubber-Like Materials. Copies of the booklet, priced at \$1.25, can be obtained from A.S.T.M. headquarters, 1916 Race St., Philadelphia.

"Trends in the Corrugated Fibreboard Shipping Container Industry" was the subject of an address by **W. B. Lincoln, Jr.**, technical manager of **Inland Container Corp.**, Indianapolis, before the National Assn. of Purchasing Agents Sixth District Conference at Cleveland, Ohio.

Advertising Metal Display Co., 4622 W. 19th St., Chicago, has issued a new catalog picturing a number of the merchandising units designed and produced by the company. Requests for copies should be addressed to the company on your firm's letterhead.

"Control Charts," a new book by **Ed Smith**, Professor of Mathematics, University of Cincinnati, is a condensed and simplified version of the famous Shewhart method of quality control which was developed by Bell Telephone Laboratories and found wide acceptance during World War II to maintain the quality and insure the efficient production of materials made to specification. The book makes clear what might otherwise be a difficult and somewhat involved subject. A particular application of this process to packaging appeared in *MODERN PACKAGING*, Oct., 1946, p. 118, "Filling Weight Control with \bar{X} and R Charts," by Henry P. Goode and F. B. MacKenzie. "Control Charts" has been published by the McGraw-Hill Book Co., 330 W. 42nd St., New York, and is available at \$3 a copy.

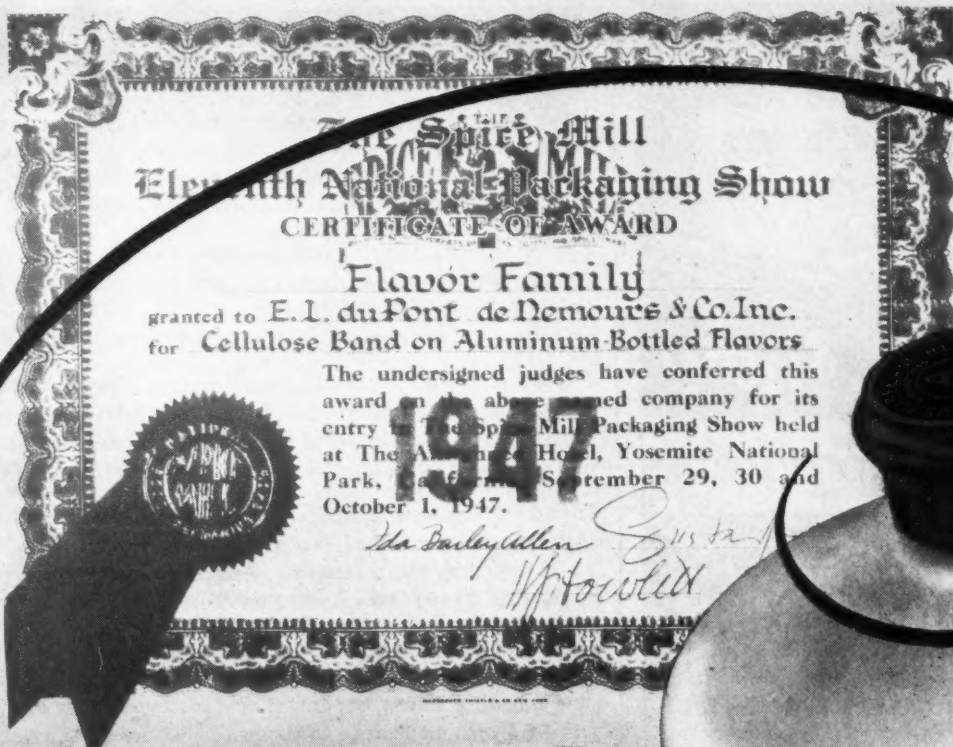
An illustrated folder containing information on the application of the new Hobbs Tri-Power die-cutting press to production requirements has just been published. Copies of the folder, known as A-8, may be obtained by writing **Hobbs Mfg. Co.**, 26 Salisbury St., Worcester, Mass.

Lustra-Cite Industries, Inc., designers and manufacturers of plastic displays, announce the availability of a new 20-page catalog featuring stock displays for all types of businesses. Copies are available on request to the company, 225 W. 28th St., New York.

Bulletin No. 3201, describing **The Exact Weight Scale Co.**'s line of **Shadograph** scales for industrial weighing, is available on request to the company at Columbus, Ohio. The bulletin gives details of the new Model 4126 scale, a recent addition to the company's line.

Bulletin No. 1430, describing the new motor-operated stiffness tester manufactured by **W. & L. E. Gurley**, Troy, N. Y., is available on request to the company.

"Marketing by Manufacturers" is a new book covering all phases of marketing. Of particular interest is a chapter titled "Designing and Packaging the Product," which deals not only with design and construction of packages,



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For Your Information

(Continued)

but gives instructions on setting up a packaging staff and hints on realizing a profit through packaging. Edited by Charles F. Phillips, this volume is published by Richard D. Irwin, Inc., Chicago, and is available at \$6 a copy.

Special interior packing, concentrated loads and fast production-line shipping packaging are featured in a new brochure by the **General Box Co.** Copies may be obtained on request to the company, 500 N. Dearborn St., Chicago.

Popper & Klein, Inc., 300 Fourth Ave., New York, has published a pamphlet illustrating and describing its PerfeKtum pharmaceutical equipment for washing, filling and sealing. Copies may be obtained on request to the firm.

Island Equipment Corp.'s Ultimate Double-Flex chain conveyors are described in a new 16-page bulletin (P-C18-1A-1) issued by the company. Address requests for copies to the firm at 101 Park Ave., New York.

Mosstype Corp., manufacturers of molded rubber plates and design rollers, has announced the inauguration of a new monthly house paper, "The Mosstyper," to be distributed without charge to paper converters and printers. Those desiring to receive copies of the paper regularly are invited to write the company, 33 Flatbush Ave., Brooklyn, requesting their names to be placed on the mailing list.

The Fibre Drum Mfrs. Assn. held their mid-year meeting Oct. 16 and 17 at the Edgewater Beach Hotel, Chicago. Presiding were **H. L. Carpenter**, **Carpenter Container Corp.**, Brooklyn, and **W. J. Mahoney**, **The Master Package Corp.**, Owen, Wis. Reports were read by **C. E. Eggers** of **The Container Co.**, **R. F. Gumbert** of **Plyfiber Container Corp.** and **A. J. Godshalk** of **Fibre Drum Co.** Guest speakers were **C. E. McCorison**, president of **The Waterproof Paper Mfrs. Assn.** and vice president of **Thilmany Pulp & Paper Co.**, and **Dr. Martin Downs**, research director at Thilmany. The association, in cooperation with the recently organized **Associates Food & Containers Institute** and industries interested in the Armed Forces research programs, sponsored an exhibit of drums at the Hotel Statler, Washington, D. C., Nov. 6.

The first national meeting of the **Forest Products Research Society** was held recently in Chicago. The three technical sessions scheduled in connection with the meeting covered packaging, chemical utilization of wood, engineering aspects of wood use, wood seasoning and preservation.

In his beautifully bound new volume, "Design for Business," Author **J. Gordon Lippincott** of the industrial design firm of the same name challenges that "four out of five packages are obsolete today" and predicts that in the next few years the American consumer will see more new packages than at any other period in our history. The chapter on packaging discusses six basic elements of packaging—legibility, color, type, display, memory value and function. Publisher is Paul Theobald, 5 N. Wabash Ave., Chicago.

The Research Department of **Continental Can Co., Inc.**, recently issued a 22-page bulletin, No. 14, titled "Low Pressure Aerosols." An article dealing with this subject will be found in this issue of **MODERN PACKAGING**, "Low Pressure Aerosols," p. 116.



See what ARVAN POLYISOBUTYLENE CONCENTRATES add to paraffin wax!

- scuff-resistance
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ARVAN 612-6	133°-135° AMP Fully refined	151-194 cs when diluted to 50% with wax used in mfg.	53%	Low
ARVAN 612-7	(White Petroleum Jelly)	— —	— —	Medium

MICROCRYSTALLINE WAX BASE			* 15% dilution Brookfield	
Product	Melting Point	Viscosity*	% Vistanex †	Mol. Wt. †
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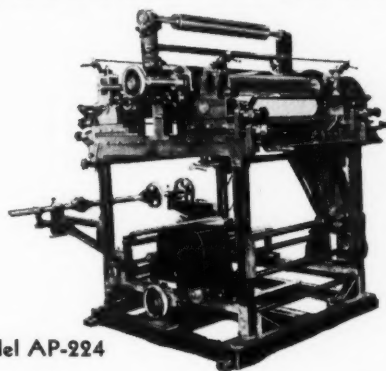
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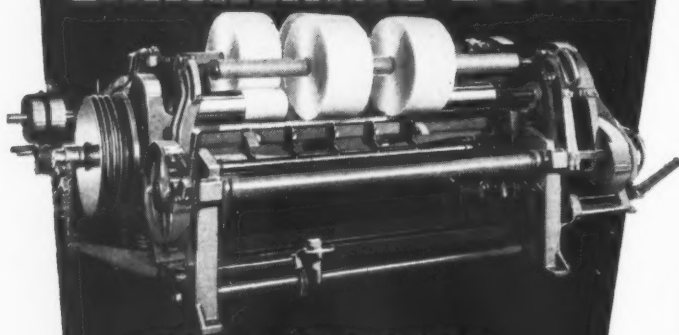
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U.S. Patents Digest

Edited by H. A. Levey

This digest includes each month the more important patents which are of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 25 cents each in currency, money order or certified check; postage stamps are not accepted.

Can Key, H. A. Davis, Belleville, Mich. U. S. 2,426,180, Aug. 26. A can opener key device comprising a first body member formed with a first forward jaw portion, a second body member formed with a second forward jaw portion, said body members being pivotally connected together at their intermediate portions and slidably connected together at their rear portion, first jaw portion being disposed adjacent said second jaw portion, a spring secured between said body members biasing said jaw portions apart, said spring being rearwardly of pivotal connection.

Ink, A. Fischbach and M. Friedman (to the United States as represented by the Secretary of War). U. S. 2,426,194, Aug. 26. An ink consisting of 90 parts by weight of butyl carbitol, 10 parts by weight of printing ink varnish and dioctyl sodium succinate and methyl violet, respectively, in substantially 0.2% and 10% by weight of the combined solvents.

Collapsible Container Provided with Fluid Control Means, F. R. Geraci, United States Marine Corps. U. S. 2,426,195, Aug. 26. A collapsible self-supporting container and collapsed container enclosure for fluids, comprising a base, inwardly converging flexible side panels each of which is secured to said base and at the edges thereof to the edges of the next adjacent side panels, an outlet tube secured to said container, a second set of flexible panels each also secured to said base along its edges.

Manufacture of Carbon Transfer Ink, N. Sugarman (to The Standard Register Co., Dayton, Ohio). U. S. 2,426,248, Aug. 26. In the manufacture of carbon inks, the step of incorporating an oxidized wax, which contains fatty acids of chain lengths of from 20 to 30 carbon atoms, into carbon black in oil producing an increase in dispersion of carbon black therein and fluidity of product, affording a fluid dispersion.

Method of Making Paper Cups, C. Barbieri (to Dixie Cup Co., a corporation of Delaware). U. S. 2,426,159, Aug. 26. The method of making a paper cup carrying a latching tab, including the steps of cutting a blank for forming into a cup, feeding a web of material separate from the blank stock, knurling one face of said web to give it a permanent curvature, cutting a tab from said knurled web, applying adhesive to a portion only of said tab, securing that portion of the tab to the blank and forming a cup from the blank carrying the tab so that free portion of tab projects outwardly from body of formed cup.

Wrapping Machine, C. J. Malhiot (to F. B. Redington Co., Chicago, Ill.). U. S. 2,426,314, Aug. 26. A wrapping machine comprising means for feeding a wrapper to a wrapping station, article transfer means for delivering an article edgewise through the wrapping station to effect a partial fold of wrapper about forward edge of article, tucking means to partially tuck and fold side edges of wrapper, a continuously moving transfer wheel and folding means for folding down partially tucked side edges, said transfer means serving to deliver said article thereto.

Detachable Brush Ferrule for Lipstick Carrier Cups, D. A. Seaver (to Scovill Mfg. Co., Waterbury, Conn.). U. S. 2,426,418, Aug. 26. In a brush ferrule construction for insertion into a carrier cup of conventional form for a lipstick container and wherein carrier cup is of rectangular shape having a pin projecting in from one wall thereof and having a nub projecting in from opposite wall thereof and is adapted to be telescoped into said carrier cup in an inverted manner for completely filling and closing off open end of carrier cup.

Method of Filling and Sealing Containers, S. S. Jacobs and S. Birkland (to American Can Co., New York, N. Y.). U. S. 2,426,555, Aug. 26. The method of vacuum filling and vacuum sealing containers under respectively different degrees of vacuum in the same over-all vacuum chamber.

Beverage Can, J. Coyle (to Continental Can Co., Inc., New York, N. Y.). U. S. 2,426,550, Aug. 26. A metal can comprising a body having an inwardly extending cone-shaped portion at the upper end and a neck having a depending cone-shaped portion at the lower end, said cone-shaped portions being formed on substantially the same angle, said cone-shaped por-

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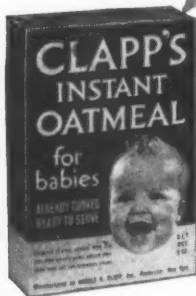
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U.S. Patents Digest

(Continued)

tion on body being bent upwardly, thence outwardly, thence downwardly to provide an inner seaming hook and so bent to prevent unfolding due to internal pressure.

Method and Apparatus for Reducing Turbulence to Increase the Density of the Material Within a Container Being Packed, E. D. Andrews (to The Quaker Oats Co., Chicago, Ill.). U. S. 2,426,574, Aug. 26. The method of packaging loose compressible materials at high densities, comprising supporting a column of the material on an auger and confining it within a packing tube, locating container in telescopic relation to packing tube, rotating auger, withdrawing container while material is being fed into container by auger at a speed which will create a resistance to passage of material through the auger which is in excess of the force exerted by movement of material.

High-Pressure Gaseous Oxygen Package, D. Mapes (to Specialties Development Corp., Bloomfield, N. J.). U. S. 2,426,630, Sept. 2. A portable sealed package comprising a metallic container containing a supply of gaseous oxygen compressed to at least 700 lbs. per sq. in., which supply is adapted to be dispensed from the container, said container being formed of a metal which will burn rapidly when subjected to heat in the presence of oxygen and having the interior and exterior wall surface thereof covered with a fusible and rapidly oxidizable material selected from the group consisting of copper, copper-nickel alloys and copper-beryllium alloys, which materials when in intimate contact with compressed oxygen and subjected to high temperature due to the container wall being pierced by gunfire or the like, will fuse and oxidize rapidly to form a protective metallic oxide coating to prevent burning beyond pierced point.

Adjustable Can Holder, H. H. Hallstream, Waquoit, Mass. U. S. 2,426,682, Sept. 2. An adjustable can holder comprising an inverted L-shaped arm provided with a concave thumb groove formed integrally with upwardly disposed face of said horizontal leg thereof, a depending button carried by under side of leg adapted to engage inner face of raised flange at top of a can and provided with set screw to hold can between its arm and leg.

Article Display Device, G. C. Hilton, Hutchinson, Kans. U. S. 2,426,689, Sept. 2. An article display device comprising a horizontal rectangular base, two lower inclined wall sections integral with the longitudinal edges of base and converging upwardly with respect to each other, lower inclined wall sections having openings to receive lower ends of articles to be displayed.

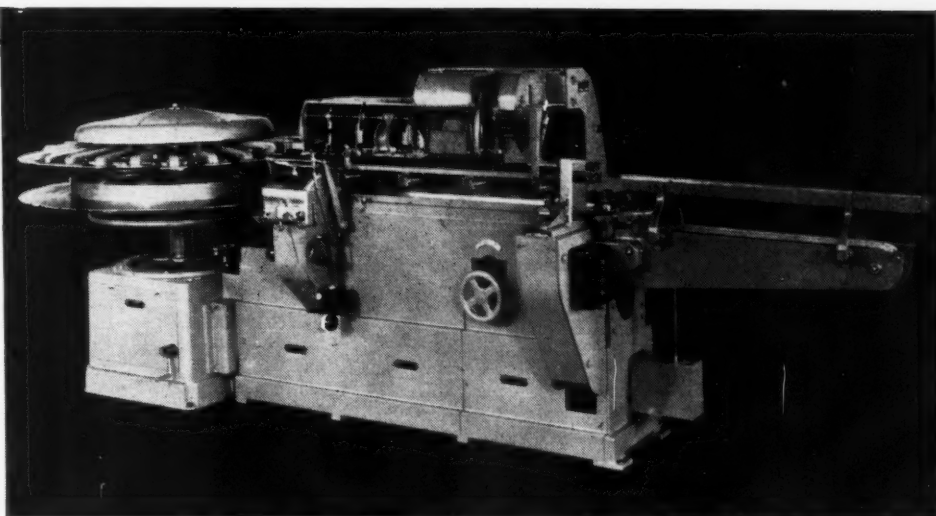
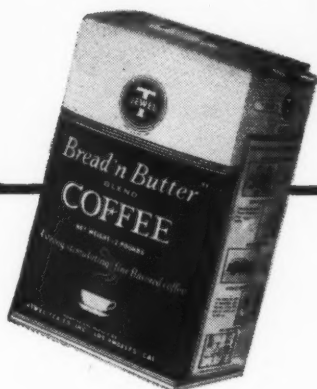
Portable Wrapping Device for Newspapers, E. Sebastian (to Orchard Paper Co., St. Louis, Mo.). U. S. 2,426,749, Sept. 2. A device for wrapping a newspaper or the like comprising a longitudinally extending upright chute open at its upper insertion end and at its lower discharging end to permit passage of a rolled newspaper therethrough into an opened bag, said chute being substantially rigid and decreasingly tapered externally toward said discharge end so that said opened bag may be freely passed onto said chute for a limited distance and thence be frictionally gripped to limit further passage and held by said chute until forcibly released and stripped from said chute by the discharge movement of newspaper with bag.

Device for Rotating Rounded Objects, K. W. Rockstroh (to Samuel C. Hurley, Jr., Danville, Ill.). U. S. 2,426,751, Sept. 2. An apparatus for rotating rounded articles in a photoelectric inspection zone comprising a frame, a continuous conveyor having recesses therein movably attached to frame, means for moving the continuous conveyor, a feedway associated with conveyor for feeding one rounded article at a time to said recesses, a rotation means journaled in said frame and adapted and arranged to rotate unit articles as continuous conveyor moves article past and in contact with rotation means.

Method of and Container for Packing Fruit and the Like, J. A. McCormick (to Fruit & Produce Packing, Inc., Indianapolis, Ind.). U. S. 2,426,783, Sept. 2. An open-top container comprised of single blank providing a bottom, opposed side walls and opposed outer end walls, rail-forming means at top of side walls, end-lapping flaps thereon, laterally directed tongues on flaps, end-forming flaps at each side edge of side walls for folding inwardly into lapping position and lapping end wall.

Ammunition Container, J. P. Stein, Los Angeles, Calif. U. S. 2,426,798, Sept. 2. A cylindrical container comprising an outer body tube member and a pair of inner tubular members fitting within said outer tube and extending beyond the ends thereof to form reduced end members adapted to receive end caps and a partition interposed between said inner tubular member serving

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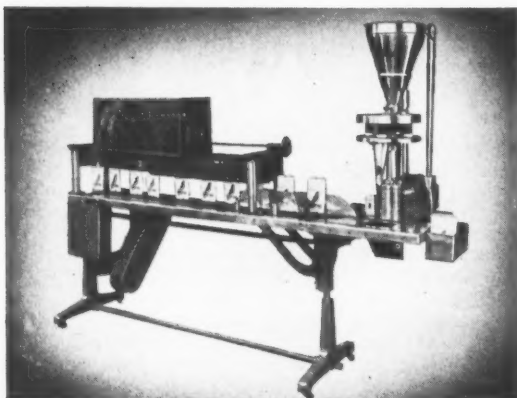


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U.S. Patents Digest (Continued)

to divide container into two compartments, said partition comprising a metal ring having a rubber casing molded thereabout.

Position-Retaining Mechanism for Filling Valves, H. D. Ayars (to Continental Can Co., Inc., New York, N. Y.). U. S. 2,426,809, Sept. 2. In a machine for filling cans, a measuring pocket having a plurality of discharge openings, a rotary valve for controlling said openings, said valve having a gear segment concentric to axis of rotation of said valve, a gear meshing with gear segment, a shaft mounted in bearing travelling with the measuring pocket for supporting and operating said gear.

Laminated Structures and Process of Preparing Them, H. C. Evans and D. W. Young (to Jasco, Inc., a corporation of Louisiana). U. S. 2,426,820, Sept. 2. In combination, a container, a layer of cyclicized rubber thereon and attached to said layer, a layer of polyisobutylene having a molecular weight above about 30,000 homogeneously mixed with 100 to 250 parts of hard carbon black and a trace to one part of paraffin wax per 100 parts of the polyisobutylene.

Dispensing Container, E. C. Berg (to Marshall I. Williamson, New Haven, Conn.). U. S. 2,426,856, Sept. 2. A dispensing carton comprising an outer shell having at least one wall of double thickness, said wall having a portion of its thickness cut away intermediate the ends thereof to provide a gap in inner surface thereof, opposite edges of which provide stops, an inner container slidable in said shell between a closed portion and a dispensing portion and provided with a flap on one side tending to spring outwardly.

Display Container with Extensions, R. E. Fink (to National Folding Box Co., Inc., a corporation of Connecticut). U. S. 2,426,865, Sept. 2. A hollow display container formed from a single blank, comprising a top panel of rectangular configuration and provided with an opening adjacent each end, said opening adapted to receive snugly an article for display with a portion of said article extending into container through opening, side panels hinged to opposite longitudinal margins of top panel and bottom panel hinged to one side panel.

Making Collapsible Structures, V. R. Pantalone (to National Folding Box Co., Inc., a corporation of Connecticut). U. S. 2,426,899, Sept. 2. The method of forming a tray from a blank having bottom panel, extending to either end of bottom panel and hinged thereto and to one another and a securing flap on either end in overlying surface to surface position, thus forming a collapsible tray having two upstanding flanges.

Locking Envelope or the Like, T. E. Walsh (to Cohoes Envelope Co., Inc., Cohoes, N. Y.). U. S. 2,426,908, Sept. 2. An improved locking device for an envelope or like container of flexible sheet material, as paper, which has a flap on one wall to be overfolded upon opposite wall of envelope, said locking device comprising a reinforcing sheet adhesively secured to inner face of flap and to inner face of envelope wall carrying said flap.

Telescopic Container, M. I. Williamson (to National Folding Box Co., Inc., a corporation of Connecticut). U. S. 2,426,911, Sept. 2. A carton comprising a plurality of telescopically related sections, each section having a body part hollow-formed from sheet material to provide two oppositely related narrow lateral walls, body parts of such sections being arranged for telescopic movement relative to one another, body part of outermost section being fixedly closed at one end, its opposite end being open for telescopic reception of an inner section, inner section having a fixedly closed end at all stages remotely spaced from closed end of outermost section, outer section having sets of tabs folded from its opposite lateral walls and inwardly against same.

Radial Cutter, J. I. London, New York, N. Y. U. S. 2,427,011, Sept. 9. A radial cutter for thin sheet materials comprising a sharp cutting edge and a support adjustable mounted on a bar.

Package Unloading Device, R. M. Freeman, United States Navy. U. S. 2,426,993, Sept. 9. A conveyor, an annular support located over conveyor and having a perimetric recess defining a terminal, said terminal being located continuously to a movable portion of conveyor, a turnable magazine having an annulus of evenly spaced article-containing means, said means having open discharge ends situated above said support and spaced closely therefrom.

Container Handle, C. Kampf (to American Can Co., New York, N. Y.). U. S. 2,427,004, Sept. 9. The combination of a container having a side seam, a pair of adjacent outwardly projecting and oppositely flared lugs having enlarged heads and



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U.S. Patents Digest

(Continued)

smaller neck sections stuck out from container, a bail having an opening adjacent end thereof in which neck section of lugs freely operates for retaining bail on container and on which said bail may be pivoted.

Sheet-Cutting and Delivery Means, L. A. Moore (to American Coating Mills, Inc., Elkhart, Ind.). U. S. 2,427,223, Sept. 9. A slitting and cutting apparatus for receiving a web of paper and cutting it into sheets of variable width and length with carrier means for receiving and transporting them to point of delivery.

Packaging for Jigsaw Puzzles and the Like, D. M. Warren, Lafayette, Ind. U. S. 2,427,318, Sept. 9. A jigsaw picture puzzle or sheet package comprising a paperboard having bottom portion and border portions integral with and foldably connected to the bottom portion, border portion being folded inwardly into flatwise position over adjacent margins to form a marginal frame, so folded as to form a tray, provided with transparent cover.

Conveyor Loader, W. H. Farr and C. L. Eksergian (to the Budd Co., Philadelphia, Pa.). U. S. 2,427,324, Sept. 9. A conveyor loader to load material such as bales of hay, comprising a conveyor which is near the ground at its front end and means to move it forward, a plurality of laterally spaced belts adapted to move backward on the upper reach, conveyor belts having short pick-up projections.

Bottle-Crowning Machine, M. S. Weaver, Aberdeen, N. C. U. S. 2,427,376, Sept. 16. A machine for applying a crown cap to a bottle having a slanting mouth; a pin is secured to the crown plunger extending downwardly with a ball on lower end, crowning head including top and bottom plates embracing the ball and secured thereon for universal movement and a coiled spring sleeved over the pin and interposed between head and plunger to maintain head in level position relative to plunger.

Foldable Fibreboard Egg Case, K. C. Ferguson (to Inland Container Corp., Indianapolis, Ind.). U. S. 2,427,397, Sept. 16. An egg-case structure having a one-piece case having independent downwardly directed and intumed locking tongues at a pair of opposite sides, with dual partitions immediately adjacent each other and parallel to the intermediate sides and having a mid-portion nestable between partitions and end portions.

Frame of Sheet Material, R. I. Rhodes (to The Mason Box Co., Attleboro Falls, Mass.). U. S. 2,427,420, Sept. 16. An article comprising a polygonal frame and corner pieces, frame comprising an elongated strip of material sheeting including inner and outer walls extending along each side of article with spaces therebetween, inner walls being interconnected at corners and having intumed flanges along outer edges.

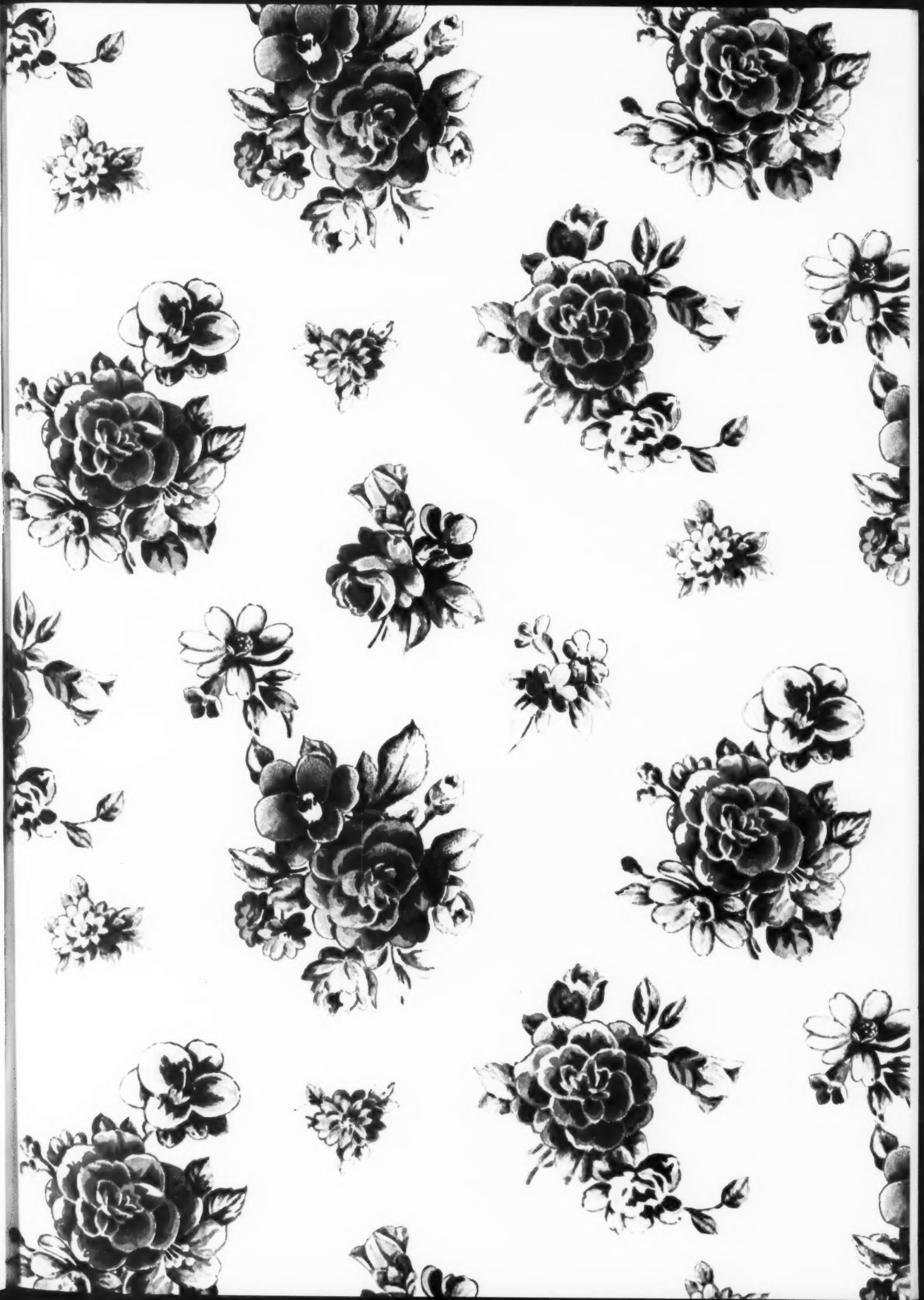
Method of Exhausting and Cold-Weld Sealing, L. P. Garner and W. K. Bricker (to Radio Corp. of America, a corporation of Delaware). U. S. 2,427,597, Sept. 16. The method of exhausting and sealing vacuum tight a highly evacuated envelope having an exhaust tube of ductile metal with a copper inner surface which consists in exhausting said envelope through exhaust tube, pressing walls together to form a flattened seal region.

Can-Sealing Compound, H. W. Nagle and J. H. Haines (to Mimex Co., Inc., Long Island City, N. Y.). U. S. 2,427,618, Sept. 16. A rubber latex-base liquid-sealing compound made of a rubber-latex dispersion as the base and a cold-water soluble methyl-cellulose solution.

Crown Closure, S. I. Aronovsky, W. F. Talburt and E. C. Lathrop (to United States of America as represented by the Secretary of Agriculture). U. S. 2,427,699, Sept. 23. A closure cap having molded and hardened therein a seal composed of a proteinaceous material containing a permanent plasticizing agent and a uniform distribution of minute gas cells and pithy cellulosic material, these particles containing groups of microscopic gas cells.

Jar Closure, A. F. Thener, St. Louis, Mo. U. S. 2,427,819, Sept. 23. A closure for a screw-threaded jar which is a circular sealing cap seated at top of jar with rotatable sheet-metal band to be screwed onto thread of jar, sheet-metal band having an annular intumed thrust flange at top and extending over outer margin of sealing cap to force cap to its sealing position.

Sheet-Metal Box, E. T. Turney, Jr., Bayside, N. Y. U. S. 2,427,823, Sept. 23. A box of sheet-metal side walls and sheet-metal ends with edge flange to slide over inner face of side wall, flange being partially severed and with inwardly struck lug and locking strip secured over inner face.



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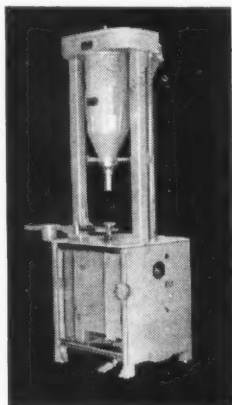
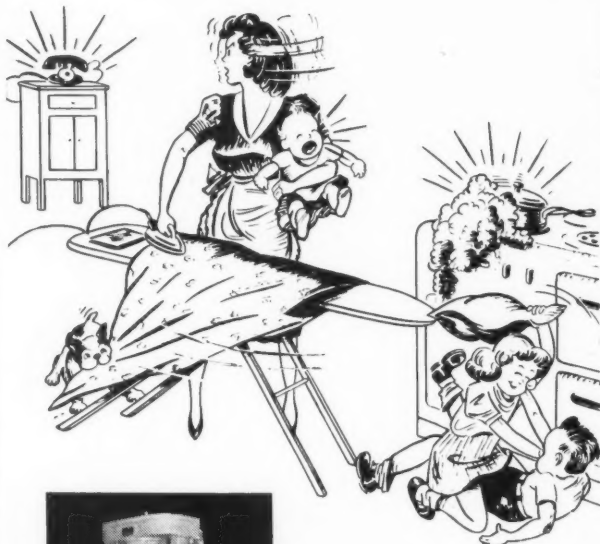
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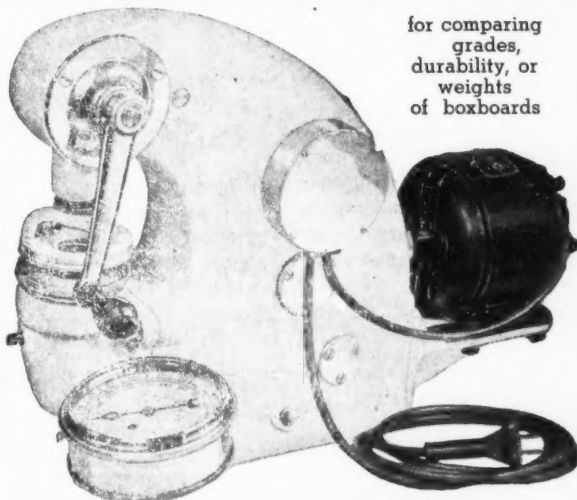
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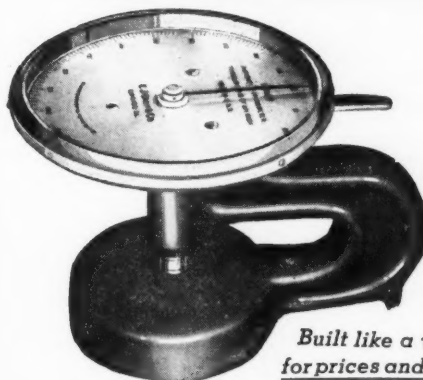
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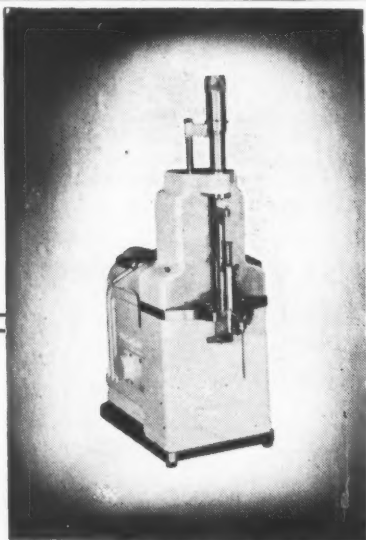
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Weight loss and the law

(Continued from page 135) be to prevent slack filling. The second would be to prevent the sale of excessive moisture as part of the net weight. The third would be to prevent packagers of frozen fresh fruits from mixing excessive amounts of sugar or syrup with the fruit.

A great deal is being heard about the presumed "excessive syrup" problem. Where a package of frozen fruit is actually slack filled, the Food and Drug Administration is equipped under present laws to move in and prosecute the vendor, officials indicate. The problem of excessive moisture does not get the same attention because the addition of water to vegetables does not as a rule represent too great a proportion of the total weight of the contents of the packages. So most of the attention goes to the syrup/fruit equation in packages of frozen food.

However, R. A. Osborn, chemist of the Food and Drug Administration, said on this point: "It is our view that under the terms of the Federal Food, Drug and Cosmetic Act a frozen fruit containing excessive amounts of sugar syrup, or of a syrup that would result in the addition of excessive quantities of water, can in the absence of a definition and standard of identity be effectively dealt with only under the adulteration provisions of the Act, primarily that provision which would declare such a product to be adulterated by reason of the substitution of sugar syrup or water for the fruit." And later he said: "In considering adulteration of the kind discussed, it will readily be seen that one of the questions that is likely to arise is: What is a suitable ratio between fruit and sugar or fruit and syrup? Another is: How can such a ratio best be obtained?"

The solution of the problem, in the FDA's opinion, lies in adoption of identity standards for frozen fruits.

While the FDA has been accumulating data looking toward identity standards, officials cannot predict when some of these will be written up and shown to the industry. The impression was given that it will be a long time—probably a year or so.

Thus the approach of the FDA is one of extreme care and scientific study. It is realized that any uniform plan of requiring packaging and marking of frozen food on a net drained-weight basis would require far-reaching changes in the packaging of such food. The FDA stood against adoption of the drained-weight plan.

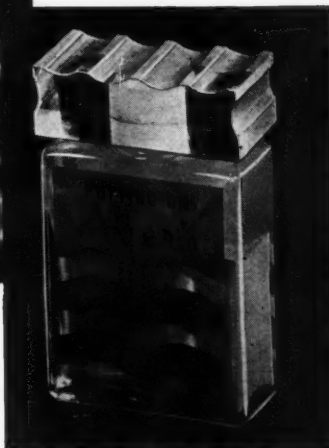
Even though he was a proponent of the drained-weight approach, Dr. Bryant urged attention to the packaging problem. "No packaging standards should be established without considering the design standards of packaging machines," he advised. "We cannot break up the packaging machine industry overnight."

Frozen food packers opposed

Opposition to the drained-weight proposal was expressed by Clifford F. Evers, technical director of the National Assn. of Frozen Food Packers. He pointed out that, in his opinion, the drained-weight requirements



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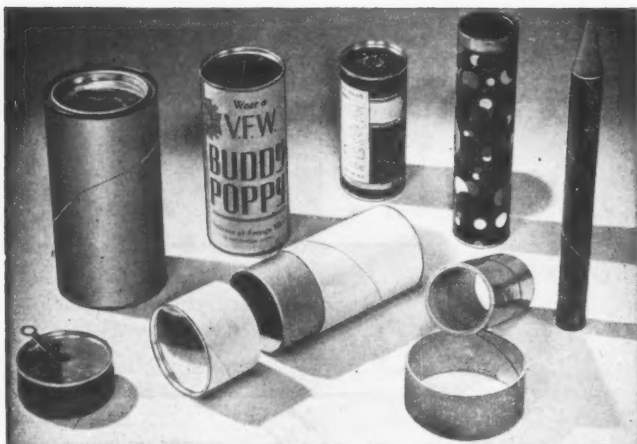
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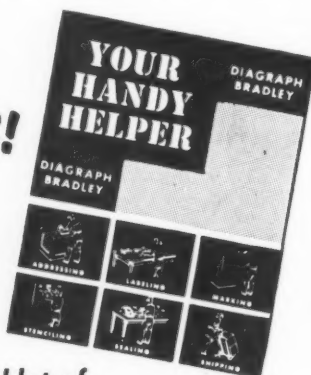
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would discriminate against the frozen food industry.

"In the case of canned peas, for example, the label does not declare the weight as so many ounces of drained peas. Moreover, the frozen food industry packs vegetables without any packing medium," Mr. Evers noted. He also observed that canned fruits likewise are not sold on a drained-weight basis.

The weights and measures officials finally decided that as a group they would delay a year before taking a stand on sale of frozen food on a drained-weight basis. Thus the frozen food and packaging industries have a year or more in which to get closer together with city and state weights and measures officials before facing a possible demand from the latter that they revolutionize their packaging practices.

Standardization of package sizes

The objective of food package standardization in general was also outlined by Mr. Baker of New York.

"All weights and measures officials are agreed on the desirability of standardization of packages; in fact, the National Conference on Weights and Measures has consistently recommended and endorsed such action in relation to all foods in package form," he explained.

"The Conference has recommended that packages should be put out in 8 oz., 12 oz., 16 oz., 1½ lbs. and multiples of 1 lb., with quantities in small packages of 1, 2, 3 or 4 oz. This would eliminate packages marked in fractional parts of ounces, which are always a source of confusion to the average consumer.

"I would go further and recommend to the industry that in so far as possible they should standardize the sizes of packages (for similar products) in relation to the quantity which they contain. A package may be marked correctly '12 oz.' but by increasing the dimensions very slightly, it may be made to appear the equivalent in size to a 1-lb. package. Many consumers buy entirely on the apparent size of the package without reference to the quantity declaration which may be more or less conspicuously placed on it," Mr. Baker explained.

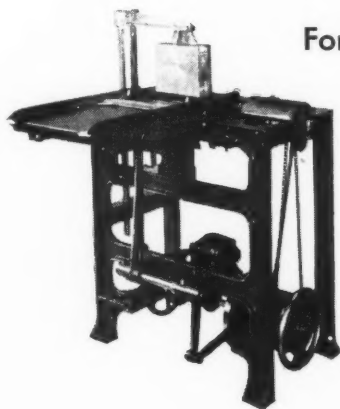
For years the weights and measures officials, as Mr. Baker said, have endorsed the idea of food package standardization. This year the officials had before them the additional question whether they should actively press for federal legislation to enforce such standardization throughout the nation. Weights and measures officials decided against this because of the almost unanimous opposition of all the food industry which would be affected by such legislation.

Federal officials, or at least those connected with the FDA, also favor the principle of food package standardization. They believe that standardization would go far toward eliminating slack filling, "double bottoms," etc.

The Food and Drug Administration is not expected to take immediate initiative for such legislation. Opposition to such a proposal is too widespread to make it a live possibility in the foreseeable future. Nevertheless, it appears obvious that its proponents will gain strength as time goes on unless the industry itself takes steps to eliminate the objectionable packaging practices.

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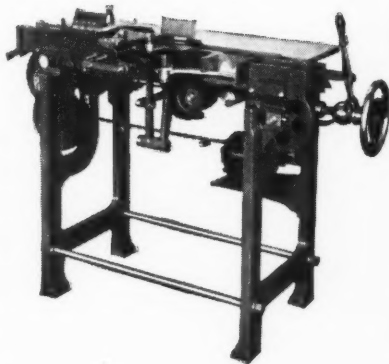


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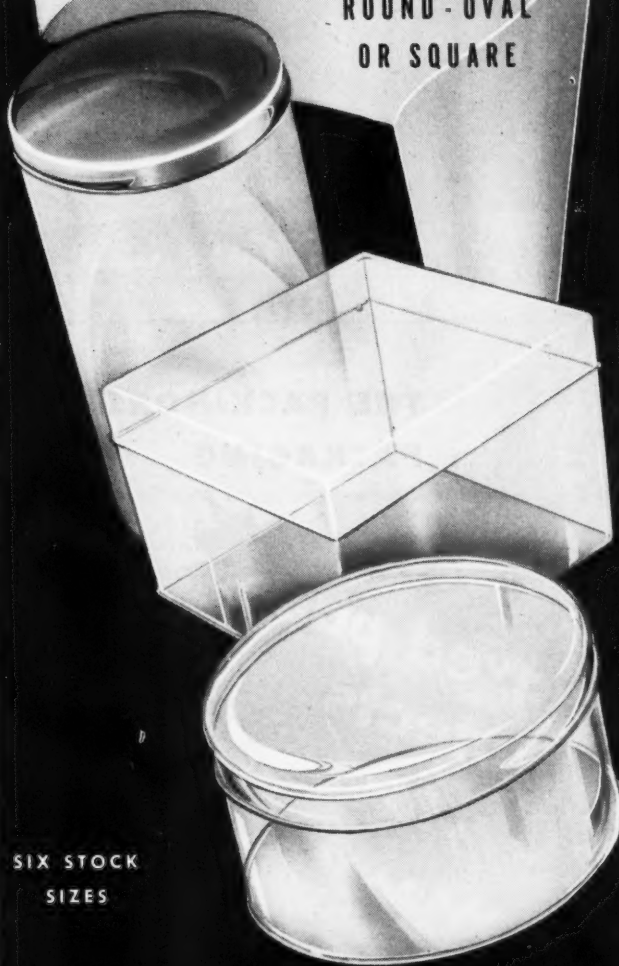
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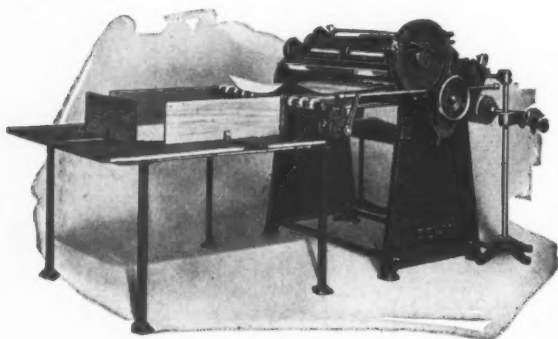
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have been sold to lick the "cost thief" in cutting into sheets all kinds of transparent papers and other packaging materials. Particularly are the "ELECTRONIC-EYE" solving the sheeting problems of your competitors. Their unfailing performance for accuracy and high productions might also be the answer to your searching for profit producing equipment. May we answer your questions—NOW?



CHARLES BECK MACHINE CO.

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THE PACK-HORSE OF PACKAGING

**waxed paper
protects
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For maximum protection at minimum cost use waxed paper to package: Bread, Candy, Cereals, Cheese, Crackers, Desserts, Flowers, Fruit, Gum, Meat, Razor Blades, Soap, Tobacco, etc. Write Waxed Paper Inst., 38 S. Dearborn, Chicago 3.

**WAXED PAPER IS WEATHERPROOF •
PRINTABLE • SELF-SEALING • LOW COST •
FLEXIBLE • SANITARY •**

Bacteriology

(Continued from page 149) of the material and consequently these products did not give any protection whatsoever to foodstuffs.

There is, therefore, a great opportunity for research in that field. Chemists and bacteriologists should remember that rodents cause over one billion dollars of damage every year in this country and that the problem is of prime importance.

Conclusions

We have often been asked to describe which material, in our mind, could be considered as the best available on the market for the safe wrapping of foodstuffs of various kinds. This is not an easy question to answer. As we stated before, we have tested scores of materials and hundreds of germicides, fungicides and insecticides. We do not mention the rodenticides here, for, as we have just stated, none of them is satisfactory.

On the other hand, good protection against bacteria, fungi and insects can be obtained with quite a few materials and our choice would probably be materials coated with plastics of the vinyl type, which have very interesting qualities. They are inert, non-toxic, tasteless, non-flammable and can be manufactured as translucent as water or with the incorporation of any pigment. They can be treated with germicides, fungicides and insecticides and thus afford the best protection to foods.

There are other good materials and satisfactory coatings, but we have always found that the best results with coated materials were obtained when, wherever possible, the material itself had been treated before being submitted to the coating process. This applies to waxes, lacquers and varnishes, but is not necessary when plastic coatings are concerned. That is why we definitely like them better for the protection of foods.

Hotcan

(Continued from page 123) product is highly marketable for specific uses: picnics, hunting, fishing, boating and beach excursions, for travelling, for hurry-up office meals, for invalids, for winter sports and football games and for all emergencies when ordinary cooking facilities are not available or usable.

Hotcan is negotiating with other canners to package their products for demonstration purposes and ultimately intends to franchise its process in the canning field for foods which do not compete with the Hotcan line. It anticipates, for instance, that baby food in self-heating cans will be popular.

The plant is now packing approximately 250 cases of 12 cans each daily and will have capacity for 12,000 cases.

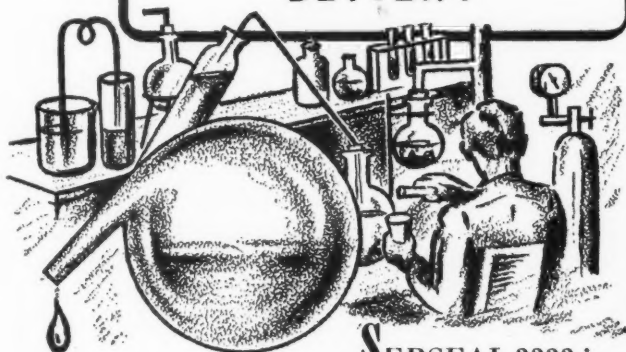
CREDITS: Can shells, Continental Can Co., New York. Assembly equipment, Five Point Engineering Corp., Los Angeles. Labels, Western Lithograph Co., Los Angeles. Label design, Tinsley T. Jepson, Los Angeles.

"Commerce"

SERSEAL 3333 CONCENTRATE

FOR SPECIAL APPLICATIONS

DESIGNED
TO MAKE GOOD
MINERAL WAXES
BETTER!



SERSEAL 3333 is

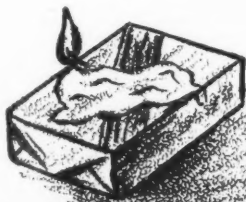
a hydro-carbon compound, carefully milled and controlled in fabrication. A versatile additive that is easy to handle.

SERSEAL 3333 has an excellent compatibility ratio with all mineral waxes to formulate coating, laminating and heat sealing compounds of the highest quality.

SERSEAL 3333 is the answer to problems of flexibility, controlled viscosity, moisture and moisture vapor resistance, adhesion, cold flow and heat seal. When blended with good waxes SERSEAL 3333 produces compounds of superior quality, assures positive performance and greater economy.

IMMEDIATELY AVAILABLE
IN 35 POUND PAPER BULKANS,
30 GALLON 28 GAUGE DRUMS,
CARLOADS OR LESS

Samples upon request



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COMMERCE OIL CORPORATION

Formerly HARRY R. LEWIS COMPANY

WARREN, PENNSYLVANIA

PET SHOP



If you want
eye and buy appeal

NEXT TIME
Get LUSTEROID



LUSTEROID vials and tubes have what it takes to catch the eye and help sell your product.

These crystal-clear plastic containers are like miniature show cases, displaying as well as protecting your product.

Feather-light yet strong, rigid and unbreakable, they come in all colors of the rainbow—clear or opaque. Because they are printable, you save on labeling expense. Their lightweight saves on handling, packing and shipping costs.

Sizes from 1/4" to 1 1/4" in diameter and lengths up to 6".
Cork, slip-on or screw-cap closures.

Write for full details

LUSTEROID CONTAINER CO., Inc.

Formerly Lusteroid Division of Silcock-Miller Company

Office and Factory

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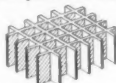


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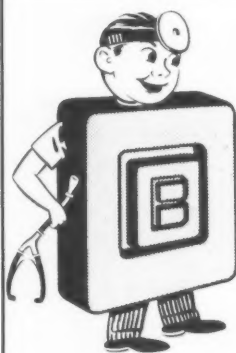
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"Doc" BE SQUARE
has "cured" a lot of
HEADACHES
IN
PACKAGING
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Bareco Microcrystalline Waxes have provided the "prescription" for many ills in packaging and processing—through the uniformity and flexibility of these outstanding properties—

HIGH WATER VAPOR RESISTANCE

HIGH MELTING POINTS (170/175°F.—190/195°F.)

EXCELLENT ELECTRICAL AND ADHESIVE QUALITIES

EXCELLENT HEAT SEALING CHARACTERISTICS

ODORLESS—CHEMICALLY INERT—TASTELESS

Write for further information and samples of these waxes in Black, White and Amber.

BARECO OIL CO.

BOX 2009, TULSA, OKLAHOMA
WIDENER BLDG., PHILADELPHIA 7, PA.

Hinged carton

(Continued from page 119) upon the base and also prevents the base from telescoping into the lid. When the box is closed it is a good fit and is easy to open.

Material used in construction is 0.018-in. white clay-coated board printed in two colors—blue and black. Seven surfaces are used for display and promotional copy—top and bottom of base, top and four side panels of the lid. The unprinted inside of the lid is used as a place to insert an instruction leaflet which is printed in design and color similar to the package. When this is in place, it covers the inside lid so that the inside cover appears to have a complete all-over printed effect (see illustration).

This package was designed as a point-of-sale unit and the company uses both the outside and the inner base to carry a two-point feature selling story linked with proper product identification.

Attractive counter-display cards, die cut to provide third-dimensional effect, are supplied to the dealer as further selling aids with the package. These are made so that an actual Vaculator filter may be affixed to the display cards realistically placed in a die-cut slot on an illustration of an actual-size coffee maker.

The company estimates that its new package fills all requirements for a quality package for a quality product at a cost from one-third to one-fourth that of other comparable packages.

CREDITS: Folding box construction and manufacture, Morris Paper Mills, Chicago.

Materials Handling Exhibition

The National Materials Handling Exposition will be conducted for the second year in the Public Auditorium, Cleveland, Jan. 12 to 16, according to an announcement by Edwin J. Heimer, president of Barrett-Gravens Co., Chicago, and chairman of the Exposition committee.

One hundred and fifty-four exhibitors, 60% more than the number represented at the first show, already have contracted for booth space. The exposition, which attracted more than 12,000 management executives last January, will occupy almost 200,000 sq. ft. of exhibit space, nearly three times the previous area, and thus will rank among the top 15 national industrial expositions, Mr. Heimer said.

Educational features will include a conference on materials handling, which will be held concurrently with the Exposition; a materials-handling theatre, which will present films on handling subjects, and an institutional presentation of materials-handling equipment and systems in addition to those shown in the commercial exhibits.

Clapp & Poliak, Inc., 350 Fifth Avenue, New York, manage the Exposition. Information about the show, the program of the conference and hotel accommodations may be obtained from that office.

Another OUTSTANDING CREATION

... printed from pre-madeready MOSSTYPE RUBBER PLATES

A bright new addition to grocer's shelves is this striking red, green and white cellophane wrap for General Baking's Bond Wheat Bread. Our contribution to this distinguished example of the converter's skill includes engineered black-and-whites . . . master plate photo-engraving . . . tint rollers . . . and pre-madeready rubber plates mounted in accurate register on a MOSSTYPE Mounting Machine.



MOSSTYPE SERVICE is complete!

- Use all or any part of it •
- DESIGN IDEAS
- COLOR SKETCHES
- BLACK-AND-WHITES
- "Full-Depth" MASTER ENGRAVINGS
- PLATE-MOLDING
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Consult us in the planning stage of your very next job.

**MOSSTYPE
CORPORATION**

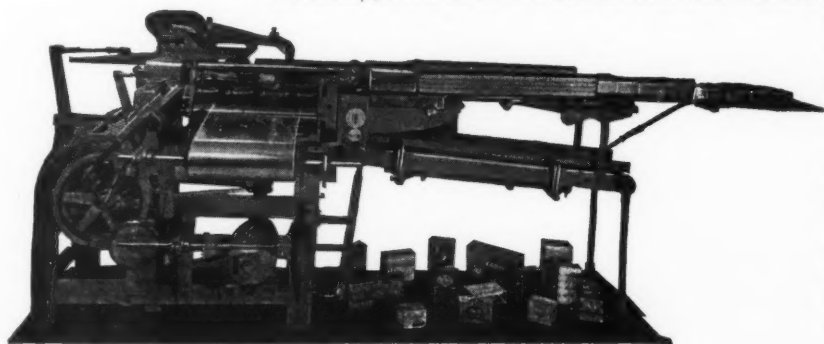
33 FLATBUSH AVENUE
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pre-madeready MOLDED RUBBER PLATES • DESIGN ROLLERS

FREE MONTHLY PAPER for CONVERTERS
Write and ask to be placed on
mailing list of "The MOSSTYPER"

CONCENTRATE ON PACKAGE APPEARANCE .

● Packages must sell themselves on sight to the meandering Shopper, who acts on impulse for so much of her buying in self-service stores. Does your package meet this test? As you check the many details that are necessary for an outstanding package, do not overlook the importance of better overwrapping. The way the overwrap is placed around the carton, the manner in which the end folds are sealed, all contribute to the final appearance.



Hayssen machines do a first rate job, speedily and economically. The folds are clean and sharp, the end seals stay sealed and look well, and the final ensemble has the desired eye-appeal. If you wish to learn more about Hayssen advantages, write the factory today. You will be under no obligation, of course.

HAYSSSEN MFG. CO. SHEBOYGAN, WIS.

IT PAYS TO WRAP
THE HAYSSSEN WAY

**HAYSSSEN WRAPPING
MACHINES**
ELECTRONIC CONTROLLED

ROTOGRAVURE CYLINDERS

**A Complete Service
All Under One Roof and
One Management Responsibility**

- Cylinder Machining
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Engraving Plant at Norwich, Connecticut

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Murray Hill 2-2336

SNAFUS SOLICITED

Situation-normal-all-fouled-up. Snafu was the Army word for it.

The packaging industry has its snafus, too. And Minerva specializes in unfouling them. Lately our expanded production facilities have enabled us to solve more and more of the material problems that confront packagers.

If yours is a problem that involves *papers, films or foils* Minerva may have the solution. Submit your packaging problem and we will come up with a profitable suggestion. There's no obligation.

MINERVA

WAX PAPER CO.
MINERVA, OHIO



CONVERTERS, LAMINATORS, PRINTERS
OF PAPERS, FILMS AND FOILS

All Rexall

(Continued from page 98) selected for Gypsy Suntan Cream (Fig. 22). This was executed in rich brown and yellow on the carton and the same design and colors appear on the tube label, as well as on its streamlined plastic cap.

No major production changes

Almost no production changes were required by the re-packaging program. The new designs have been fitted to existing printing and packaging machinery at the St. Louis and Boston plants. One of the few innovations in production methods occurred in the case of Bisma Rex, where a more squat bottle was selected and a sealed carton replaced the tuck-in type. This product had reached a volume sufficient to justify automatic cartoning and the new design fitted into this cost-saving change in production. Other earlier re-packaged products which have been in Rexall stores for several years and so provided a test of the new designs include Rexall Plenamins, milk of magnesia, aspirin, bicarbonate of soda and milk of magnesia tablets (Figs. 2 and 3).

Food and fountain products

For the first time, Rexall's complete line of food and fountain products have been grouped together under the "Gales" name. The maroon-and-light-gray label panels for such items as fountain syrups and coffee are tied together by a distinctive cartouche which appears on Gales soda-straw wrappers and paper napkins as well.

Each food product also bears the distinguishing "Taste Tested in Gales Kitchen" notation to further identify the Gales name in connection with fine foods and fountain products.

Scheduled for appearance

Other Rexall lines which have been redesigned or are scheduled for production at the earliest possible date include:

Bath products and shaving needs with the trade name Lavender, consisting of three shaving creams in tubes, shaving-soap bowl, after-shave lotion, talcum powder, bath powder, bath salts and smelling salts—many of these suitable for both men and women. In view of this, an attempt was made to create a design acceptable to both and which would be appropriate to the general surroundings of the bathroom. The designer selected soft graded tones of green and red-brown and identified each package with a symbol of the fragrance—a spray of lavender. The three tubes of shaving cream are identified by varying the denomination of the colors.

Ilasol, Violet Cerate and Camphor Ice—hand lotion, skin cream and camphor stick—have been established favorites for two generations. Packages for these three items are now a related group in an old-fashioned

BOXED CANDIES MEATS & CHEESE TEXTILES PAPER PLATES
CAKES & SWEET GOODS PAPER NAPKINS
FRESH PRODUCE
BOXED FLOWERS
COOKIES DRIED FRUITS

"Oliver"
versatility
SIMPLIFIES
THE WRAPPING AND
LABELLING OF
MANY PRODUCTS

Is your product similar to any of these? Maybe the "Oliver" Wrapping Machine can save you money, too!

"Oliver" machines are adapted to wrap and label an extensive variety of packages in a wide range of sizes *successfully!* This is well known in many industries. These products—contained in cartons, U-boards, trays, flatcards—are wrapped in cellophane or other heat-sealing materials. The seal is tight and strong for moisture protection. With their colorful labels they are eye-catching. Yet the wrapping-labelling cost is low.

Quick and Easy to Adjust

"Oliver" features are most versatile. They give you hour after hour of production—no costly delays for

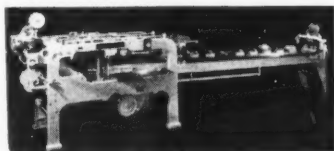
adjustments. Can be adjusted for package size in a minute or two. Adjust the wrapper length while the machine is running. Change from endfold to underfold at the flick of a finger. Rolls of labels, too, can be changed in a jiffy. *These features daily save dollars!*

Automatic Roll-Type Label Imprinting System

An attractive diecut label from a continuous roll (printed by "Oliver") is securely and accurately heat-sealed to the outside of the wrapper by the automatic Labeller. A "blank" label can be imprinted



Made in 7 different size ranges. Infeed conveyors—6, 9, 12, 15 ft. long. Underfold attachment. Automatic Cardboard Folder and Feeder. Electric eye registration of printed wrappers. Easy to operate.



with essential information (see above cut) just before it is applied. Imprint items can be changed instantly. For many industries this system offers immense possibilities.

Write for details

"Oliver" Wrapping Machines

WITH AUTOMATIC ROLL-TYPE
LABELLING SYSTEM

OLIVER MACHINERY COMPANY, GRAND RAPIDS 2, MICH.

NOVEMBER 1947

**SEE WHAT
YOU GAIN**

WITH THE
ANDERSON*
CELLOPHANE BAG MACHINE

In SPEED

As fast as 10,000 bags per hour... or as slow as 3,600 when slower operation is necessary for perfect sealing.

In FLEXIBILITY

1. Can be adjusted to make bags ranging in size from 1½" x 2" to 10½" x 30".
2. Has more easy-to-make adjustments than any other similar machine on the market.

In CHANGE-OVER SPEED

Users report that changing rolls never takes more than 5 minutes; that changing bag sizes takes no more than 10!

In COMPACTNESS

It's only 26 inches by 42 inches over-all.

In VERSATILITY

Makes flat, square or duplex bags.

In PRICE

Only \$1,965, F.O.B. Dallas.

For complete description of the amazing ANDERSON CELLOPHANE BAG MACHINE write today for your copy of Bulletin P9.

* U. S. Pat. No. 2205005.

The **P. H. DIFFENBAUGH** Company
2903 HALL STREET • DALLAS 4, TEXAS

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The Sophisticated Package

Lustrously black jars, ceramically transformed out of standard flint jars by our Glass-Crafters shop! The jet black is permanently fired-in and is really swank! Available from stock in 1, 2, 4, 8, and 16 oz.

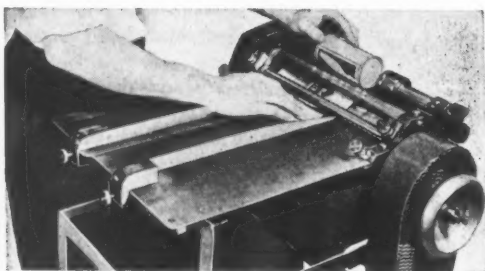


another
"SHOPPER STOPPER"
by Braun

W. BRAUN CO.

Glass Containers and Closures
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347 FIFTH AVE. • NEW YORK 16, N.Y.

GLUEMASTER ROUND CAN-TAINER LABELER



Features . . .

TWO SIZES 12" and 18".

CAPACITY Paper tubes, tin cans, glass bottles from 1½" to 6" in diameter, from 1" to 12" in length.

LABEL SIZE Half, three-quarter or all-around.

SPEED Up to 30 per minute depending on container diameter.

POSITIVE REGISTRATION

100% GLUE COVERAGE

Write for details and prices of the Style RC GLUEMASTER

KENNETH J. MOORE & CO.

1778 WEST ESTES AVENUE, CHICAGO 26, ILL.

flower theme including special-mold bottles, jars, caps and lithographed metal container which is used for the camphor stick.

Tiny Tot and Stork baby products—formerly baby products in the toilet-goods department, such as oil, cream, powder, soap, etc.—were packaged differently from baby products in the hospital and rubber-goods department including nipples, nursing bottles, cotton, swabs, etc., and some baby products in the sundries department such as diapers, bibs, bottle warmers and toys.

All of these items have been re-packaged under one design treatment, but retaining the two leading names, Tiny Tot and Stork (Fig. 18). The designers adhered to the traditional colors of pink and blue and developed distinctive trademarks and logotypes. The feeling of the design falls halfway between decorative and ethical treatments.

Additional Items

Other products for which packages have been improved, many of which are shown in the accompanying illustrations, include: Modern Charm line, Kantleek rubber goods, Symbol and Defender rubber goods, Rex 85 golf balls, Sani-Ped foot products, York and Lady York leather and billfold lines, Spuntex hosiery, Mi 31 oral hygiene products, Aga-Rex and other bulk laxatives, Rexaillana, Rex Mentho, Gypsy Cream, Rex Salvine, Quick Rub, Rexall Theatrical cold cream, Alco Rex, dram perfume bottle and Rex Seltzer, Rex Rub, Aspiroids, Ivy Chek lotion, Skidoo lotion, Melo Rex cough syrup, Eyelo, Rex Optex, Gales Petite chocolates.

It is still too early to appraise the actual results of this new packaging, but the vastness of the program, the tremendous investment it entails for research, for design, for production of new containers, labels, cartons and other packaging supplies are the highest expression of faith by a single company in the power of the package to sell goods.

CREDITS: Designers—Koodin-Lapow Associates, New York (Rexall, Puretest, Firstaid, Klenzo, Stork, Tiny Tot, Gypsy Cream, Aga-Rex and other bulk laxatives, Cherrosote, Rexaillana, Bisma Rex and Bisma Rex Males, Rex Mentho); Georges Wilmet, New York (Cara Nome, Silque, Rex Rub, Aspiroids, Ivy Chek lotion, Skidoo lotion); Josephine von Miklos, New Canaan, Conn. (Cara Nome gift-set boxes); Frederick Murray Breen, New York (Lavender bath products, Gypsy suntan cream, Eyelo, Rex Optex); Orville Davis, New York (Modern Charm line); Raymond Loewy, New York (Kantleek rubber-goods line); Alex Steinweiss, New York (Symbol and Defender rubber-goods lines); Jack Weatherwax and Joe Spurgeon, Los Angeles (Rex 85 golf balls, Elkay's household products, Mi 31 oral hygiene products); Jerry Novorr, Los Angeles (Sani-Ped foot products); Joyce Wilson, Los Angeles (York leather-goods lines and Spuntex hosiery); Erik Nitsche, New York (Rex Salvine, Quick Rub, Rexall Theatrical cold cream, Alco Rex, dram perfume bottle and Rex Seltzer); Harvey Thompson, Los Angeles (Melo Rex cough syrup); Jon Stengren, New York (Gales Petite chocolates); Rowena Young, New York (Illasol, Violet Cerate, Camphor Ice). Glass molds and simplification, Owens-Illinois Glass Co., Toledo, Ohio. Cartoning machine, U. S. Automatic Box Machinery Co., Inc., Boston.



" MODERN PACKAGING DEP'T."

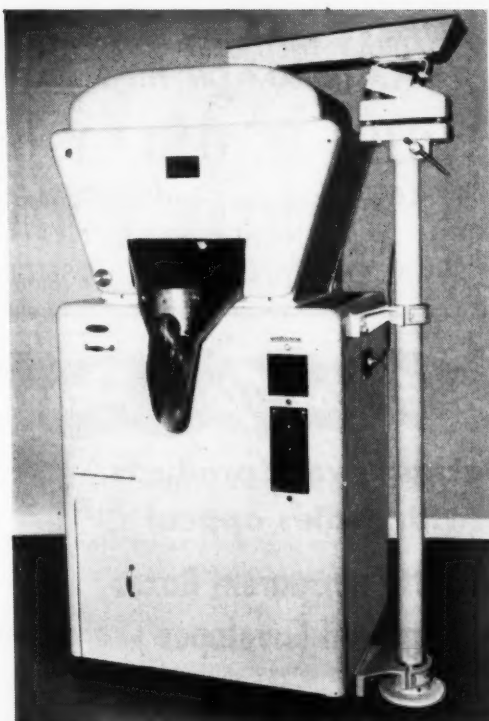
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Customers Acclaim New Weigher!

When one of the world's largest makers of one of the most difficult products to package puts his stamp of approval on a new machine, that machine is worth your consideration. Especially when over 70 other users also report satisfactory results. Get the full story now on the Hy-Tra-Lec Automatic Weigher. Developed and manufactured by Wright's Automatic Machinery Company, pioneer since 1893 in automatic packaging machinery and a division of the SPERRY CORPORATION.

Free Flowing Dry Products Accurately Weighed & Filled

Hy-Tra-Lec weighers are available for handling free-flowing dry products in a range of one-half ounce to 16 ounces. Customers say accuracies are maintained with Hy-Tra-Lec superior to those previously attainable at comparative speeds. Mail coupon today for descriptive literature.



Do You Package These Products?

Hard Candies	Walnuts	Potato Chips
Cranberries	Macaroni	French Fries
Corn Chips	Noodles	Dried Beans
Cookies	Spices	Coffee Beans
Crackers	Moth Balls	Nut Meats
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Chief Product

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BEAUTY • STRENGTH HIGH PRODUCTION

We are now granting license and furnishing equipment for making this remarkable new folded plastic box.

No solvents or glue with their unmistakable odor are used in the manufacture of this box. This rigid, folded plastic box protects, displays and can be re-used indefinitely.

**TRULY THE FINEST COMPETITIVE
PLASTIC BOX ON THE MARKET**

JOHN H. OXLEY CO.

Manufacturers and Designers
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**Package your products
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Let Everett design and build the
right selling package for your
product.



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251 THIRD AVE., N. Y. 10, N. Y. • GR 3-1663

Packer's packages

(Continued from page 125) also be purchased at the meat counter in the conventional manner, with no price differential between the two systems. In the remaining stores, these particular meat items are available only on the self-service basis. By analyzing sales results in the two groups of stores, Jewel expects to obtain specific data on the relative merits of pre-packaging luncheon meats.

Expiration date observed

Product which reaches the expiration date without being sold is withdrawn from the case and is considered a spoilage loss, even though it is still perfectly edible due to the safety factor included in the storage period. Merchandising officials of Jewel Food Stores report that spoilage losses on the pre-packaged luncheon meats, on the basis of their experience to date, have not been out of line.

Jewel representatives point out that a major problem in the merchandising of a pre-packaged luncheon-meat line is that of assortments. Many consumers, for example, would like "two slices of this and three of that" instead of buying a package containing 1/2 lb. of one type of sausage or meat loaf. Continuing study of consumer preferences, it is indicated, may point the way to assortments which will have the required sales appeal. The possibility of a tandem package, containing more than one variety of sliced meats, is being considered at the present time. The labeling and pricing complications which such assortments would create are immediately apparent to the packager.

Still need longer life

From the standpoint of the packer, the most serious problem in packaging this type of product is the short shelf life of sausage and loaf items which have been cut or sliced. Once the protection of the sausage casing is lost, drying out and discoloration begin to take place, although definitely not at as fast a rate as is the case with non-processed meats. Even though palatability and product wholesomeness may not be affected immediately, the loss of eye appeal eventually will rob the meat of its salability.

At the present stage of development, Oscar Mayer & Co. is making up the packages on order only. It will not be possible to build up and hold an inventory of these products unless, perhaps through the use of a packaging film with different characteristics, the shelf life of the products can be considerably lengthened. According to Mr. Mayer, a completely air-tight package is not desirable; there must be some exchange of air for maximum product freshness. The type of package currently being used is believed to be the most efficient based on experiments to date and has been serving very satisfactorily for Mayer meats.

CREDITS: Cellophane, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del. Labels, Shuman Labels, Chicago.



*Dressed to
Sell...*

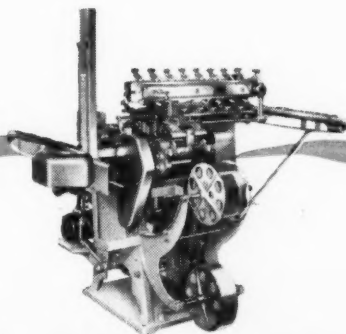
By WRAP-O-MATIC

Step up to any Candy Counter . . . see how easy it is to pick out the Wrap-O-Matic wrapped Candy bars, Biscuits and Cookies. Notice the neat, trim Wrap-O-Matic packages that seem to stand out with that "Buy me" appearance.

Wrap-O-Matic wrapping is economical too. You save as much as 75% in wrapping labor and as much as 35% in wrapping material. With a reasonable volume of business and the high speed Wrap-O-Matic wrapping up to 120 packages per minute, it doesn't take long for Wrap-O-Matics to pay for themselves. Why not enjoy profitable Wrap-O-Matic wrapping? Our engineers will gladly show you how Wrap-O-Matic can economically "Dress-to-sell" your Candy Bars, Biscuits or Cookies. Send samples and ask for illustrated literature.

WRAP-O-MATIC PACKAGING EQUIPMENT

For wrapping candy bars, biscuits, and cookies, Wrap-O-Matic is the most popular Wrapping machine in the Confectionery and Bakery field . . . a real tribute to the flawless wrapping by Wrap-O-Matic.



Lynch

Package Machinery Corporation

TOLEDO 1, OHIO, U.S.A.

WAXES

For paper board impregnation



FOR DIP COATINGS
EMULSIFIED WAXES
COATING WAXES

Meet Army and Navy specifications
WAXES FOR FUNGUS PROOFING
Our laboratory will welcome your problems

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ZOPHAR MILLS, Inc.

Established 1846

106-26th Street • Brooklyn 32, New York

Burton directs Institute

The ninth annual meeting of the Packaging Institute, held Nov. 18 and 19 at the Hotel Commodore in New York, closed too late to permit more than brief mention this month. The December issue of MODERN PACKAGING will carry the usual full convention report.

Highlight of the meeting, however, was the introduction of Dr. Lawrence V. Burton as the new executive director of the Institute. Dr. Burton, for 17 years editor of *Food Industries*, assumed his duties in mid-October, replacing Albin Dearing, who resigned.



Dr. L. V. Burton

Under the chairmanship of W. O. Brewer, American Cyanamid Co., the first general session of the meeting was highlighted by a panel session on "New Developments in Machinery and Supplies," led by G. W. Reese of the American

Can Co. and a talk, "Comments of a World Traveler," by Francis Chilson, industrial consultant.

At the membership meeting the reports of President Mason T. Rogers and of the standing committees were heard and directors were elected. The Technical Committee had a luncheon separate from the general luncheon at noon Tuesday. The afternoon session was comprised of a general discussion of machinery requirements and prospects led by Carl E. Schaeffer, sales manager of Stokes & Smith Co., and talks by L. L. Lauve, Philip S. Barnhard and C. W. Browne.

The second day's program was broken up into seminar sessions by industries. At the session on brewing and distilling, led by Dr. Ralph I. Classen, of Hiram Walker & Sons, talks were scheduled for J. M. Wheaton, H. C. Minnich and H. Lyle Green. A seminar for food, candy and tobacco packagers was chaired by A. B. Brackett of Birds Eye-Snyder Division of General Foods and scheduled speakers were E. A. Throckmorton, Dr. C. Olin Ball and R. R. Melson.

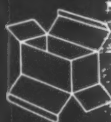
The afternoon program for Wednesday included a seminar on drugs, cosmetics and chemicals, led by R. H. Rhodehamel of Eli Lilly & Co., and three separate discussion meetings held simultaneously, dealing with packaging for export, control of finished packages and development and control of materials specifications.

Dr. Burton, the new executive director, holds a doctorate in bacteriology from Yale and has had a life-long experience in packaging and the food industry. Prior to joining *Food Industries*, he was with various food companies, including Gibson Canning Co., Libby, McNeil & Libby and the Foulds Milling Co. He holds membership in a number of technical organizations and for several terms was president of the Institute of Food Technologists. During World War II he was on the Quartermaster Subsistence and Packaging Advisory Board,



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FOLDING CARTONS •
WINDOW & COUNTER DIS-
PLAYS • DIE CUT SET-UP
BOX BLANKS • PAPER CAR-
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MERCHANDISE • SUIT &
MILLINERY CARTONS
• BAKERY CARTONS •
PARCEL POST SHIPPERS •
PARTITIONS OF ALL TYPES



Folding Carton



Die Cut Blank
Flat or Stitched



Folding Display



Counter Display



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Baskets and Carriers

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CREATORS - DESIGNERS OF DISTINCTIVE PACKAGING AND SPECIALTIES
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***Sure it's
GRAVURE***

SURE IT'S WAXED PAPER. And Champlain Rotogravure Presses produce equally striking results on many other functional wrapper stocks, too! Gossamer-thin cellophane or tissues, carton stocks, glassines or foils—pick the one that's best for *your* product's appearance and protection and Champlain Rotogravure Presses do the rest with push-button ease.

SURE IT'S COLORFUL. Birds Eye wrappers show the product in mouth-watering full color—still they're printed *fast* by Champlain Rotogravure. The exclusive fully enclosed Speedry ink fountain permits Champlain Presses to use instant-drying inks and lacquers and to deliver rewound or sheeted ready for immediate fabrication. Standard Champlain embossers, perforators, scorers, punches, glue applicators—built to the same precision standards as the press itself—can be built *in line* for specialized long run production.

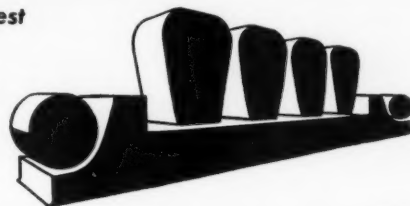
SURE REGISTER'S SUPERB. Champlain's 360° running register control—*push button operated*—corrects color register *instantly*. The micro-fine screen of rotogravure—and Champlain's method of ink

consistency control—retain delicate tonal gradations of original copy with utmost fidelity.

YES — GRAVURE COSTS LESS. Rotogravure — long known as the quality process—actually costs less. Champlain Presses are precision-built—yet priced to compete with equipment they far excel in versatility and speed. Send samples of your present labels, wrappers or inserts for a specific analysis of what Champlain Rotogravure can do for you.—Champlain Company, Inc., 88 Llewellyn Ave., Bloomfield, N. J.

CHAMPLAIN
ROTOGRAVURE PRESSES
rotogravure at its best

Speedry



ROTOGRAVURE PRESSES UP TO 36" WIDTH, THE PATENTED WEISS-SPEEDRY INK FOUNTAIN IS AN EXCLUSIVE CHAMPLAIN FEATURE

HERE'S HOW CENTAUR CODE-DATES

Fletcher's

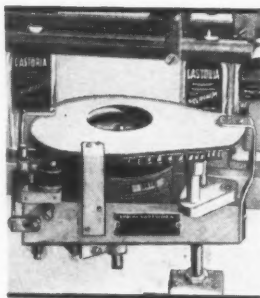
CASTORIA Bottle Labels

...automatically



AUTOCODER . . .

marks as part of
labelling operation



Mothers are assured of the purity of Fletcher's Castoria by the laboratory control number imprinted on the label of every bottle. The problem of imprinting each bottle automatically as part of the labelling operation, and precisely in identical locations, was turned over to Gottscho code-dating and marking engineers. The result: a compact, efficient machine which marks bottles as they move in the labeller.

Now known as AUTOCODER, the machine is available to other manufacturers who wish to code-mark labels on bottles, tins, can-

isters, cartons in any production operation where objects are positively held and evenly spaced.

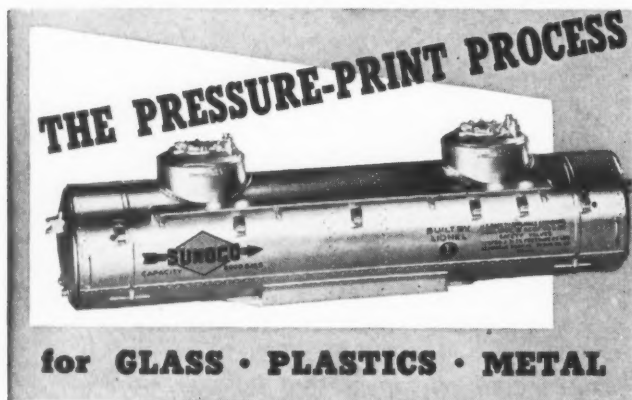
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ADOLPH GOTTSCHO, INC. MARKING EQUIPMENT

183 DUANE ST.

NEW YORK 13, N. Y.

* MACHINES TO MARK WHATEVER YOU MAKE *



for GLASS • PLASTICS • METAL

PRESSURE-PRINT is a special printing method we have developed for reproducing any number of colors on any shape and size of container. Good for glass, plastic or metal.

We can install this process in your plant and teach your operators how to reproduce in perfect registration any number of colors.

Or—if you would like to see how PRESSURE-PRINT will look on your container, we can do the work for you in our plant.

PRESSURE-PRINT process is impervious to oil, alcohol and water. Doesn't rub off, stays brilliant. Investigate PRESSURE-PRINT today.

Multi Color Graph

CORP.

Delaware 3-4445 397 Halladay St., Jersey City 4, N. J.

Machinery men meet

The Packaging Machinery Mfrs. Institute had the largest attendance in its history at its 15th annual meeting in Springfield, Mass., Oct. 5, 6 and 7. Presiding over the opening business session was E. G. Kuhn, Consolidated Packaging Machinery Corp. George A. Mohlman, Package Machinery Co., welcomed Institute members to Springfield.

George W. von Hofe, New Jersey Machine Corp., was re-elected president of the Institute. Vice presidents are: John P. Corley, Miller Wrapping & Sealing Machine Co., and Howard R. Stewart, Economic Machinery Co.

Elected to the board of directors were: H. Kirke Becker, Peters Machinery Co.; Harry L. Cohen, S. & S. Corrugated Paper Machinery Co., and M. H. Pendergast, Lynch Package Machinery Co.

John P. Corley, Miller Wrapping & Sealing Machine Co., suggested that manufacturing interests attempt to reduce and control costs so far as possible rather than raise prices in the face of rising material and labor costs. He warned, however, that prices would go higher.

Roe S. Clark, Package Machinery Co., addressed the group on financial aspects of the packaging industry.

At an afternoon session presided over by H. Kirke Becker, Peters Machinery Co., the subject of order cancellations was discussed by Tom Miller, Package Machinery Co. Lloyd I. Volckening, Ivers-Lee Co., delivered an address on foreign business.

Another highlight was a talk by Charles L. Barr, F. B. Redington Co., whose subject, "The Future of the Packaging Machinery Industry," contained an optimistic note for the future of the industry.

Mr. Mohlman invited the Institute members to inspect the new Package Machinery Co. plant at East Longmeadow, Mass. The invitation was accepted and various members made a three-hour inspection tour.

Spark-plug stockings

The Electric Auto-Lite Co. has a suggestion for dealers to make gift items out of spark plugs by putting them in red tartan Christmas stockings. Promotion ma-



terials are provided in an envelope kit containing 10 stockings, 10 gift cards, a poster and several aids for window displays. The manufacturer hopes these gay packages will suggest automotive parts as gifts.



958,000,000 CIGARETTES A DAY!

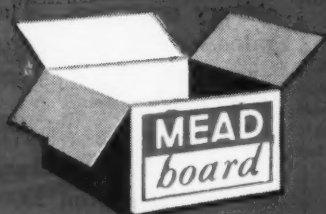
Until the trench warfare of 1917-1918, the smoking of cigarettes by men was considered shocking and sissy. By the early twenties American women were asking men to "blow some my way." The recent war years—when cigarettes provided a comforting boost to tired armies and war-workers alike—made smoking even more of a national characteristic.

The figures are astounding: In 1946, the United States consumed 350,000,000,000 cigarettes, 5,700,000,000 cigars, 215,000,000 pounds of smoking and chewing tobacco, and 36,000,000 pounds of snuff. Of

these items, only chewing tobacco has fallen off over the years. Snuff, a product unknown to most Americans, continues above pre-war levels!

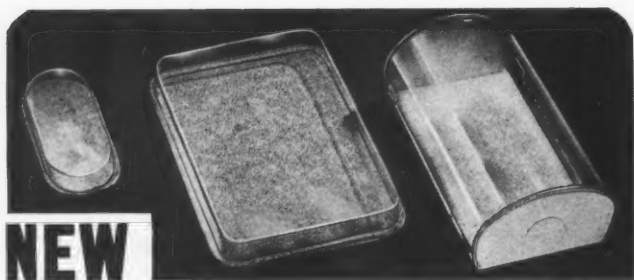
A record tobacco crop in 1946 is pushing production and consumption figures still higher this year.

All tobacco products are shipped in corrugated containers, many of them made of MEAD BOARD. With a 20-year reputation for fabricating .009 Chestnut Corrugating for the strongest containers, MEAD will continue to supply you with the finest corrugating materials made from hardwood fibres.



MEAD BOARD SALES, INC.

3351 Madison Road, Cincinnati 9, Ohio



NEW

LOW COST ACETATE BOXES

Custom made to fit your product

First of these is SLIDE-VU BOX illustrated by the two exquisite containers at the left, above. Of crystal-clear drawn acetate, SLIDE-VU BOX is available in many sizes and shapes. The cardboard base—in standard colors or special finishes—slides open or shut between strong acetate flanges. When fitted with easel-type base, box makes ideal display container.

Write today for free samples and quotations.

Mass-produced and inexpensive, SLIDE-VU BOX is a sure sales-builder and showcase for items as diverse as jackknives and hosiery.

Second new box (shown at far right) is VU-LOCK BOX. It ships flat, then quickly locks together to form a luxurious set-up box. VU-LOCK BOX can be obtained in almost any size...can be used to package tiny powder-puffs or bulky bedspreads.



PLASTIC ARTISANS, INC.

70 Westchester Ave., White Plains, N. Y.

Economy

Versatility

SIMPLICITY

Production

Efficiency

"PACKER"
Keynotes

***SIMPLICITY**

*in
Liquid
Filling*

***Rugged SIMPLICITY featured in a
PACKER VACUUM FILLING MACHINE**
Easy to operate, facilitates cleaning and lubrication, ensures long life and satisfactory service.
Fills thin, viscous and foamy liquids at speeds up to 80 containers per minute. Adjustable from ounces to gallons.
IMMEDIATE DELIVERY
Write for descriptive literature.

**PACKER
MACHINERY COMPANY**
30 IRVING PLACE, N. Y. GR 5-8223

Nation-wide pretzels

With its fully automatic installation for packaging pretzels, the Hygrade Bakery, Philadelphia, has realized an aim of the pretzel business for years—to increase the shelf life of twisted pretzels so that they may be nationally distributed instead of limited to a 500-mile radius.

Hygrade's new equipment consists of a cartoning unit which forms a glassine-lined folding carton from flat board, passes this by conveyor to a filling machine which weighs the pretzels in 6-oz. lots and loads 72 cartons per min. The package is then automatically vibrated to shake the contents to a suitable level with a gentleness of operation said to cut breakage to a minimum. After being machine closed, the cartons are over-wrapped with four-color printed waxed vegetable parchment.



This procedure solves a problem pretzel bakers are said to have struggled with for years. They have tried packaging by machine before, but found it unfeasible because the round twisted pretzel forms became entangled during the filling operation, preventing free flow and causing high rates of breakage. The only packaging solution was to put the pretzels in a glassine bag manually and insert this into a folding type tuck-in or top-lapped carton. The resulting package, not having good moisture resistance, was limited to short distance distribution.

CREDITS: Carton forming and closing equipment, Peters Machinery Co., Chicago. Filling machine, Triangle Package Machinery Co., Chicago.

Carbonatee beverage bottles

Simplified Practice Recommendation R123-43, Carbonated Beverage Bottles, has been reaffirmed without change, according to the Commodity Standards Division of the National Bureau of Standards.

This recommendation lists 31 shapes and sizes of beverage bottles of the non-returnable type in comparison with 54 possible varieties promulgated as standards in 1930. Adoption of the recommended types and sizes has rendered less complex the production problems of bottle manufacturers and bottling machinery producers. The recommendation as promulgated in 1943 was approved by bottlers representing a large percentage of the industry's production of carbonated beverages.

Printed copies of R123-43 are available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for 5 cents each. On orders for 100 or more copies, there is a 25% discount.

hang your stocking this CHRISTMAS, mr. manufacturer - - but don't take down your "sock" when it's over!



Tupper products give your product an attractive package, with real sales "sock" 365 days a year! They catch the eye on the dealer's shelf—carry your product into the home—keep your name constantly before the customer.

Current and choice are the items shown here, from the famous, fast-growing Tupper Millionaire line. Made of sensational Poly-T, Material of the Future, in six soft glowing pastel colors—Lemon, Lime, Pink, Blue, Orange, and Snow-White.



TEAM FOR TEA TIME—

or any time for that matter! Gay cup and saucer, in all popular Poly-T colors. Tasteless, odorless, non-toxic, unbreakable—a must for any party table.



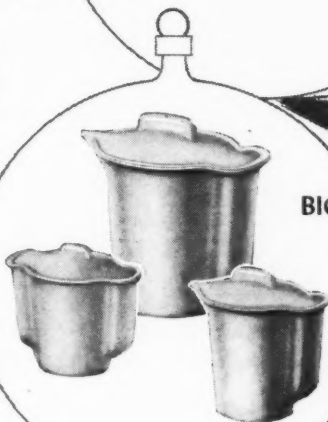
FOR THE LADY OF THE HOUSE—

and she'll love these neatly-nested Wonder Bowls! Trio, in 5½", 6½", and 7" sizes, wonder(bowl)ful for mixing, serving or storing! Pliable but unbreakable Tupper Seal available for 6½" and 7" bowls.



NOW TRY A TUPPER COOLER!

A real find, these versatile Tupper Refrigerator Bowls! Snow white Poly-T, air-and-liquid-proof cover seals in freshness, keeps out odors. Flexible to fit in tight corners but non-breakable, usable for years.



BIG AND SMALL WE'VE GOT 'EM ALL

1½ qt. capacity Poly-T pitcher insulates contents—keeps hot drinks HOT, cool drinks COOL. Not affected by alcohol.

Cream and sugar bowl team with snug, non-spill covers and handy hammered aluminum handles. Creamer has special non-dripspout. All these items sold separately.

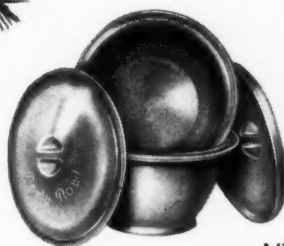
**TUPPER GIVES YOUR PRODUCT THE
PACKAGE THAT IS THE PREMIUM!**

Tupper products have high re-use value. Tupper Poly-T can't break, chip, crack, or peel; featherweight and flexible. Tasteless, odorless and non-toxic, sanitary and easily cleaned.

Tupper creates all kinds of containers, with or without the famous self-fastening air- and liquid-tight Tupper Seal. Custom-manufactured to your individual order. Write today for complete details. No obligation, of course.



TUPPER CORPORATION manufactures a complete line of cocktail items—Paddles, Spoons, Forks, Spears, Muddlers, Sandwich and Food Picks, Place Card Holders. Neat give-aways, every one, to boost good will for your product or concern!



VERSATILE - - FOR PICNIC OR PARTY

Tupper's new, vacuum-type Party Bowl. Bowl-within-bowl vacuum assembly is designed as ice bucket—offers many other uses, too. Separated, 3-quart outer bowl and 2½-quart inner bowl, each with air- and liquid-tight-cover, do for storage and serving. Grand for retaining the crisp freshness of salads, biscuits, buns, etc.

TUPPER CORPORATION · FARNUMSVILLE · MASSACHUSETTS · NEW YORK SHOWROOM 225 FIFTH AVENUE

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NOVEMBER 1947

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Classified Advertisements

Publication reserves the right to accept, reject or censor a classified copy.

WANTED: New or Used—Miller High Speed Printing Presses 13" x 20" with Swing-Back Feeders. We are not dealers. We want these presses for our own use, and will pay highest cash prices. Box 590, Modern Packaging.

PACKAGING DEVELOPMENT and Production-Engineer graduate with over 12 years' experience with present connection in all phases of converting papers, films and foils for packaging. Qualified to establish manufacturer of base sheet materials in converted packaging industry, or to set up production of packagings for large volume user. Present salary above \$9000. Box 602, Modern Packaging.

HIGH SPEED ROTOGRAVURE. One to five color 26" roll feed, complete with unwind, rewind and drying equipment. Brand new. Immediate delivery.

Precise Engineering Company
400 West Madison Street
Chicago 6, Illinois

WANTED—Production Manager for integrated Midwest Folding Carton plant, to take over such duties as ordering board, making layouts, supervising production records, etc. Such previous experience desired, but not essential for young, aggressive man with right background. Box 592, Modern Packaging.

FOR SALE: 5 new 1947 Model H Battle Creek Bread Wrapping Machine Company's wrapping machines, equipped for application of photo-electric control. These machines have never been used and are convertible for cartons from 1" to 4" wide, from $\frac{3}{4}$ " to 1 $\frac{1}{2}$ " thick, and from 2" to 5" high. The maximum cut-off is 11 $\frac{1}{2}$ ", the maximum roll width is 13 $\frac{1}{2}$ " and the maximum production is 80 cartons per minute. Write Purchasing Department, Kellogg Company, Battle Creek, Michigan.

PATENT RIGHTS for sale, or royalty basis, to "Tune-Tainer"—a gift container, greeting card, and record all in one unit. Simply remove lid and play on any phonograph. Valuable message or advertising medium since nearly every family owns a phonograph and interest in recordings is at an all time high. Transparent soundtrack will adhere to and enhance any surface. Box 601, Modern Packaging.

FOR SALE—1 Ferguson Packomatic Model "D" Automatic Top and Bottom Case Sealer; available immediately; bargain.

Samuel C. Stout Company
343 South Dearborn St.
Chicago, Ill.

ROTOGRAVURE OR aniline printing one color coating, laminating, 28" wide. Expert rotogravure printer on all types of plastic film (cellophane acetate, ployfilm, vinyl). Just about to go in business offers his services and facilities on lease, contract or other suitable arrangement. Twelve years' experience. Press equipped to do either aniline or rotogravure work. Salesmen, agents protected. Box 568, Modern Packaging.

FOR SALE—Vac-Spray labeler. Model 5B. Received late 1946. Never used. Price \$1,500.00. Goodman Bros., Meriden, Conn. Tel 6200.

FOR SALE: 45" New Harris Cutter. Available for immediate delivery. Box 599, Modern Packaging.

FOR SALE—Fresh Stock—Surplus Laminated glassine paper bags with heat seal tops—20% discount. 50 lb. stock—2 $\frac{3}{4}$ " x 5 $\frac{3}{4}$ " x $\frac{3}{4}$ " tuck, 40 lb. stock—2 $\frac{3}{4}$ " x 5 $\frac{3}{4}$ " x $\frac{3}{4}$ " tuck. Write for samples. Box 606 Modern Packaging.

FOR SALE: Pneumatic Scale automatic packaging machines. 60 to 90 packages a minute. For cereals, seed, etc. All safety devices. Practically new. Opens cartons, fills, glues top flaps, bottom flaps, and ejects package. One automatic package waxing machine with heaters, pump, and variable drives. Box 600, Modern Packaging.

NEW CARTON Wrapping Machine For Sale—Must dispose immediately of new Model 3-7 Hayssen Carton Wrapping Machine, due to change in type of container. In use 3 weeks only. Will accommodate package 3" to 7" in length, 2" to 4 $\frac{1}{2}$ " in width, and 1" to 4" high. Cellophane, wax, or any other type of paper that can be heat sealed may be used. Speed—35 per minute. PRICE—\$1000.00. Halgar, Inc., 251 E. Grand Ave., Chicago 11, Illinois.

FOR SALE—Ripley electric eyes. 50 new units complete with transmitted and reflected scanners. 110/220 volt—60 cycle. Priced current list Shumann Equipment Co., 1200 E. Carson St., Pittsburgh, Pa.

WANTED: Reynolds A-50, A-51, A-13, etc. Shellmar 770, 903. Valley 2-A. All types of metal-foil laminated moisture-vapor-proof barrier materials in rolls or sheets. Any other type of packaging material, silica gel, etc. Write best offer, quantity available, sample if possible, to: Box 597, Modern Packaging.

DRYING OVEN wanted: Midwest convertor desires oven suitable for drying coatings applied to paper in web form 40" wide. Heating by gas-fired heat exchangers or steam radiators preferred. Must be at least 30 feet long. Advise full particulars: temperatures achieved, temperature zoning, blower equipment, age, manufacturer, availability and price. Reply Box 603, Modern Packaging.

WE HAVE a large supply of .022 clay coated board. Will manufacture quality folding boxes to your specifications. Box 604, Modern Packaging.

LIKE NEW—2 Simplex Bag making machines, Model #1, Serial #558 and 835, with electric eye. Box 605, Modern Packaging.

YOUNG MAN with folding carton experience as sales service clerk for exceptional opportunity as junior executive with nationally recognized manufacturer. Box 588, Modern Packaging.

FOR SALE—New $\frac{3}{4}$ HP electric motors; 50—Standard 1725 RPM and 50—Gearhead 45 RPM 110/220 volt—60 cycle—single phase. Priced at current factory list. Shumann Equipment Co., 1200 E. Carson St., Pittsburgh, Pa.

MACHINERY WANTED—Pony Labelrite or similar labelling machine for 5-ounce cocktail glass cheese containers. Box 598, Modern Packaging.

EXTREMELY ATTRACTIVE position for salesman with folding carton experience, established protected territory. Highest qualifications necessary. United Paperboard Company, 285 Madison Avenue, N. Y. C.

DEPARTMENT AND PROJECT Engineer—Graduate Mechanical Engineer. Thirty to fifty years of age with broad experience in industrial machine manufacturing. Specialized experience in design and development of packaging machinery required. Please include complete employment, educational and achievement record and salary required in initial reply. General Mills, Inc. Mechanical Division, Personnel Department, 1620 Central Avenue, Minneapolis 13, Minnesota

WANTED—ASSISTANT superintendent, for integrated Folding Carton plant in Midwest, to handle floor work, supervising production and quality control. Box 587, Modern Packaging.

"happy washday!"

WHEN THE PACKAGE SAYS

Ohio Britone

machine clay-coated paperboard



Maybe it is too much to expect of even the finest cleanser package to promise a "happy" washday—but it can promise the pleasure and satisfaction of bright clean sheets, pillow-cases, napkins, handkerchiefs, and lingerie. And the promise strengthens its sales appeal when the package has the benefit of Ohio Britone to give its message the clear, clean sparkle that makes it convincing.

Whether a package talks about clean linen, appetizing breakfasts, or personal charm the fine printing qualities

of Ohio Britone help it to stand out from the crowd on shelf or counter.

This new machine clay-coated paperboard is a product of the complete facilities of PLANNED PACKAGING. Its development and its application to your individual packaging requirements are made possible by fully equipped research, development, design, testing, manufacturing, and conversion departments working in close coordination.

Samples of Ohio Britone cartons are available. Write for details.

THE OHIO BOXBOARD CO.

RITTMAN, OHIO

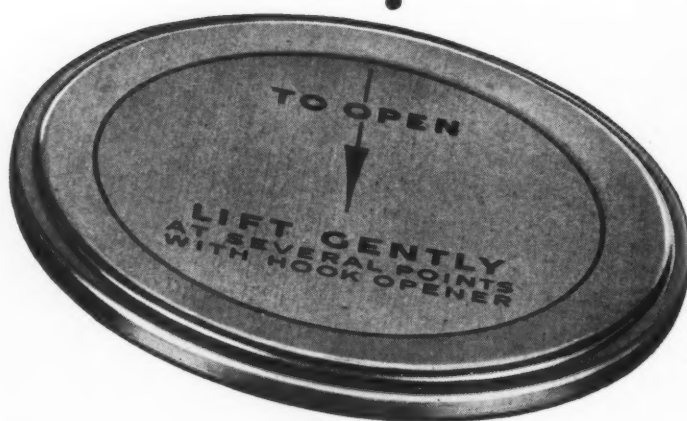
Manufacturers of paper board, folding boxes, corrugated and fiber shipping containers, and converted specialties

SALES OFFICES: RITTMAN • AKRON • CLEVELAND • CINCINNATI • PITTSBURGH • NEW YORK • CHICAGO

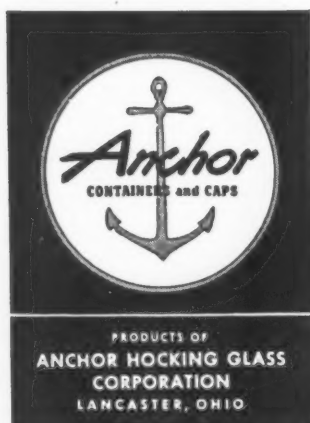
Capacity 500 tons daily

FOR A TAMPER-PROOF SEAL

- ★ *For tumbler-packed foods*
- ★ *Provides hermetic or vacuum seal*
- ★ *For hot or cold packing*
- ★ *For sterilizing after sealing*
- ★ *Tamper-proof mechanical seal*
- ★ *Removes with easy lift*



the Anchor T Cap



WHEN you're packing products in tumblers . . . whether jams, jellies, meats, pickles, peanut butter, preserves or any other . . . seal them with the closure that protects and keeps the original flavor and quality intact until consumed . . . the Anchor T Cap. The T Cap forms the most dependable tamper-proof seal known for use on all styles of thin blown and thin pressed tumblers—including those having straight, flared or bead finish sides. It gives a positive, permanently effective seal under all circumstances.

The Anchor T Cap is suitable for hermetic or vacuum sealing, hot or

cold packing and for sterilization after sealing. Its mechanically formed side seal overcomes top edge imperfections and variations common to thin blown tumblers, particularly, assuring uniform sealing. Its flexing panel allows for expansion of contents . . . internal pressure will not loosen the seal or force the cap off. Yet, the T Cap is easily removed by lifting gently at several points around it with any one of the numerous types of hook openers found in every home.

Anchor T Caps are roll-packed to facilitate handling, and their loose, free fit before sealing permits speed in application and drawing of vacuum.

"Crime Photographer", Thursday evenings, entire CBS network, sells all America on glass-packaged products

MODERN PACKAGING ADVERTISERS

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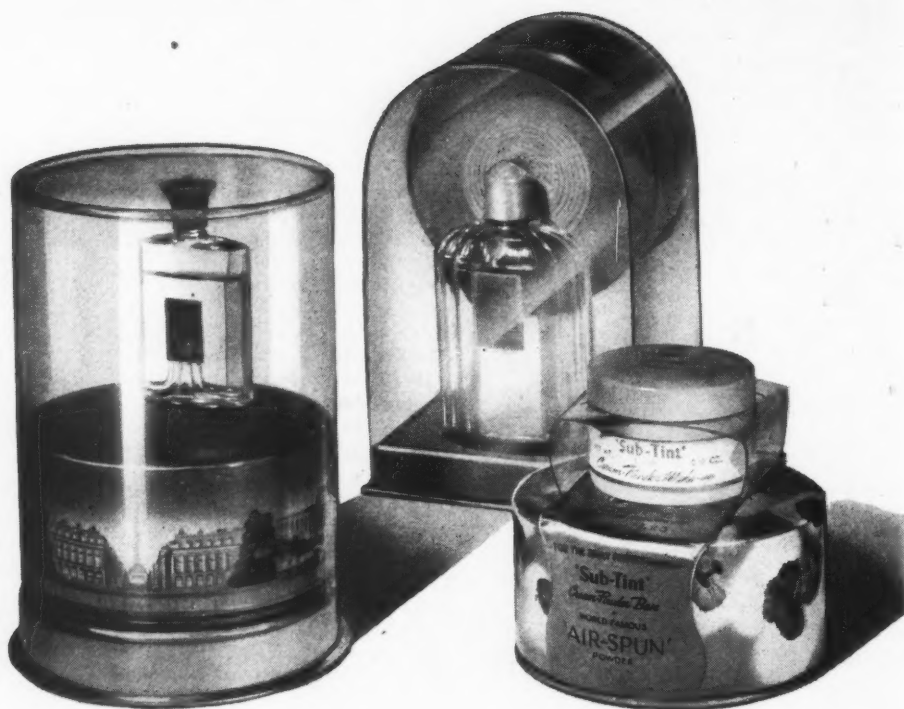
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NOVEMBER 1947

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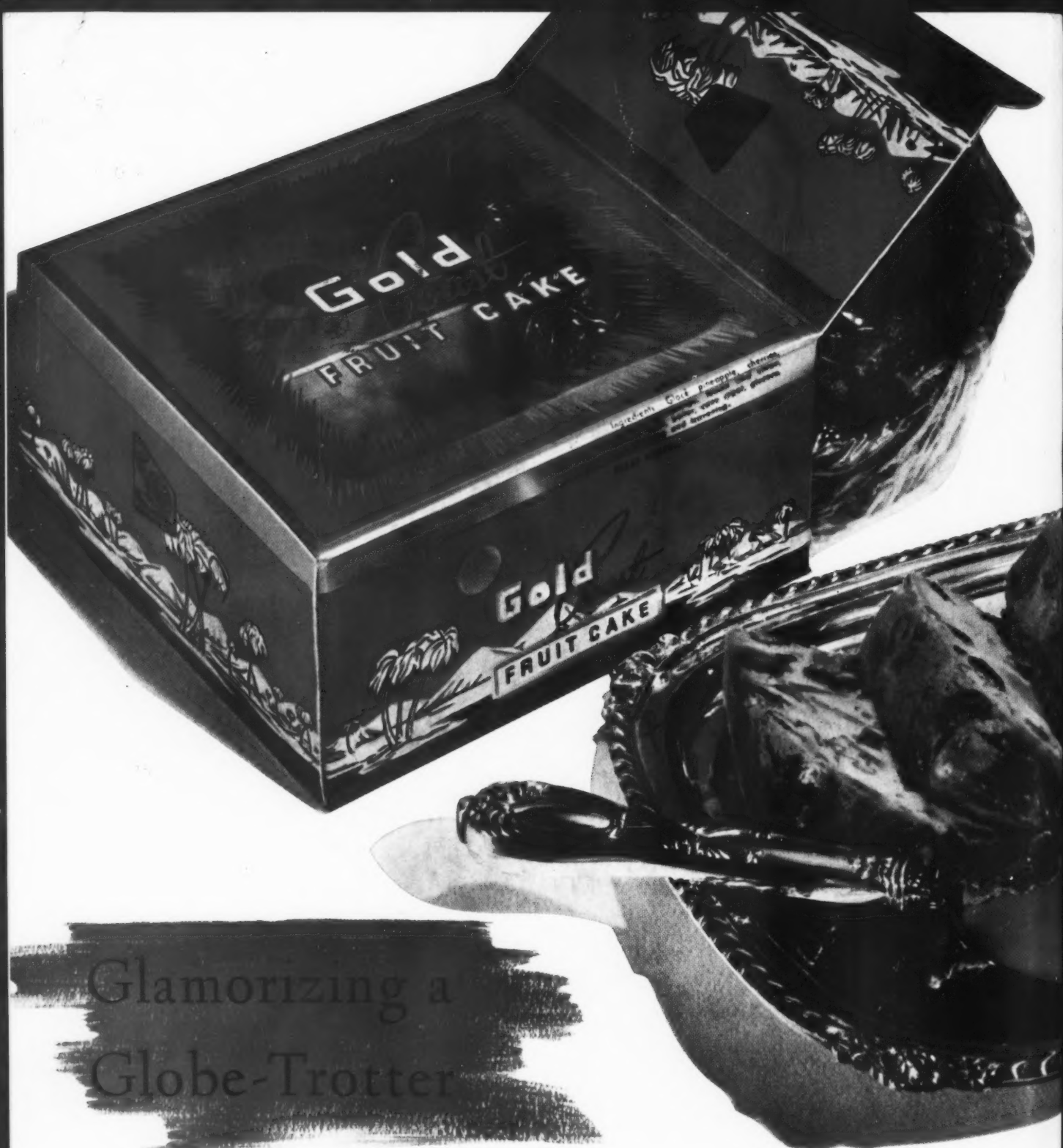
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